The National Business Education Association (NBEA) is happy to invite your organization to participate in the 2022 NBEA Convention from Tuesday, April 12 – Friday, April 15, 2022 at the Chicago Marriott Downtown Magnificent Mile in Chicago, Illinois!

The National Business Education Association (NBEA) is the nation’s largest professional organization devoted exclusively to serving individual and groups engaged in instruction, administration, and research for and about business. Members of NBEA include business teachers who are continually looking for training materials, curriculum resources, software, textbooks, and other educational materials.

Your opportunity to meet these individuals is at the NBEA 2022 Annual Convention & Trade Show. This is the one event that allows you to showcase your products and services, interact face-to-face with attendees, increase sales, and demonstrate the importance of partnering with business educators to teach new generations.

If your company wants to build relationships with the strongest professional association of business educators, then you need to exhibit at the NBEA 2022 Annual Convention & Trade Show.

**Exhibitor Inclusions & Information**

- Cost for exhibit space: $1,200
- Virtual exhibit space
- Logo printed in the convention program.
- Physical exhibit space: 2 Chairs, Wastebasket, 2 Complimentary exhibitor badges per space (additional badges available for $75 each), Complimentary admission to all sessions
- Attendee marketing list (of attendees who have opted to receive communications from vendors)
- Power and/or Internet access will be at exhibitor’s expense and can be ordered directly with the Chicago Marriott Downtown Magnificent Mile
- Exhibit space is available on a first-come, first-served basis and will be assigned by NBEA staff on or about March 15.
- Space is not confirmed until full payment for the exhibit table is received by NBEA

**Tentative Exhibit Schedule**

**Tuesday, April 12**

**12:00 p.m. – 6:00 p.m.**

Exhibit Set up.

**Wednesday, April 13**

**8:30 a.m. – 3:00 p.m.**

Refreshments for attendees will be stationed inside the trade show to ensure increased traffic. Then, following the Opening Session, NBEA will host a networking reception on the Tradeshow floor 5:00 p.m. – 7:00 p.m.

**Thursday, April 14**

**7:30 a.m. – 4:30 p.m.**

Morning coffee and afternoon refreshments will be set up for attendees inside the Tradeshow to ensure increased traffic. Prize and the silent auction winners will be announced during the afternoon break at 3:00pm inside the tradeshow.

Dismantling of the exhibits can begin at 4:30 p.m., immediately following the prize giveaway. All materials should be completely repacked and removed from the hotel no later than 9:00 p.m.

*Exhibitors will not be allowed to remove exhibits until the close of the exhibition. It is very important that each exhibitor complete all arrangements with Fed Ex (the shipping office at the hotel) to arrange outbound shipment of materials.*

**Dates to Remember**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 12</td>
<td>Deadline for reserving exhibitor session</td>
</tr>
<tr>
<td>February 26</td>
<td>Deadline for advertising space in the NBEA 2022 Convention Program</td>
</tr>
<tr>
<td>March 5</td>
<td>Deadline for submission and payment of exhibit space</td>
</tr>
<tr>
<td>March 5</td>
<td>Final deadline to make room reservations in the room block</td>
</tr>
<tr>
<td>March 12</td>
<td>Deadline for exhibitor badges</td>
</tr>
</tbody>
</table>
Drayage
All shipments must be prepaid and sent directly to the Federal Express office at the Chicago Marriott Downtown Magnificent Mile.

Shipping details for the FedEx office will be sent to all contracted exhibitors.

Exhibitor Sessions
Exhibiting companies that have contracted with NBEA have the opportunity to purchase a slot in the Exhibitor Showcase to do a 15-20 minute presentation for NBEA convention attendees.

An exhibitor session may be purchased for $300 and this also includes a one-quarter page ad in the NBEA 2022 Convention program.

If you would like to update to a one-half page ad, the cost of the exhibitor session package is $375. Workshops will be held in a dedicated meeting room that will include a screen, projector stand, and extension cord (Internet connection is not provided).

These sessions are a great opportunity for companies to highlight products and services to attendees. To encourage the elevated attendance to your exhibitor session we highly recommend that your session present clear educational objectives on a topic relevant to business education.

Exhibit contract and full payment must be received to reserve a session. Please note that showcase sessions are limited and are granted on a first come first-served basis.

If you have questions about the exhibitor showcase, please contact Becca Chowning at bchowning@nbea.org or 703-860-8300.

Convention Program Advertising
Introduce your company and products to our members before the exhibit hall opens. Place your ad in the hands of attendees who will be using the program throughout the convention. For your convenience, a convention program advertising contract is enclosed.

Business Education Forum Advertising
Exhibitors are also encouraged to advertise in the February and April issues of Business Education Forum, NBEA’s premier journal. Because our members repeatedly refer to these issues for preconvention information, you are ensured that your company’s products and services will get great visibility.

Issue Date: February
Space Reservation Deadline: December 1
Camera-Ready Artwork Deadline: December 15

Issue Date: April
Space Reservation Deadline: February 1
Camera-Ready Artwork Deadline: February 15

For additional advertising opportunities visit the Advertise with NBEA webpage: https://nbea.org/page/Advertise or call NBEA at (703) 860-8300 for more information.

Sponsorship Opportunities
Sponsorship is a great way to maximize your exposure at the NBEA 2022 Annual Convention. A full range of sponsorship possibilities are available and designed to suit your company’s trade show budget starting at just $500.

Sponsorship recognition may include:
- Recognition in the NBEA 2022 Convention Program
- Event signage
- A recognition slide at one of the general sessions
- Added recognition on the NBEA Convention website.

If you are interested in becoming a sponsor, please contact Becca Chowning at bchowning@nbea.org or 713-860-8300.
SPONSOR LEVELS

Sponsors will receive one of the items listed at the chosen sponsorship level, as well as all the corresponding additional benefits in the chart below.

**Platinum Level: $5,000**
- **Keynote Speaker:** Introduce the keynote speaker at the Opening Session and the Meet & Greet Luncheon with NBEA Board members (Exclusive)
- **Offsite Networking Event:** Welcome and participate in networking event. (Exclusive)

**Gold Level: $3,500**
- **Awards Luncheon:** Welcome & Introduction (Co-Sponsor)
- **Welcome Reception:** Introduced from podium and 2-minute speaking opportunity during reception (Co-Sponsor)

**Silver: $2,500**
- **Single Refreshment break** (Exclusive)
- **Entertainment** (Exclusive)

*Exclusive = only sponsor for that event
*Co-sponsor = multiple sponsors for single event

Sponsorship levels can be tailored to fit the goals of your business.

To become a sponsor or to discuss options/ideas, please contact:

Becca Chowning  
703-860-8300  
bchowning@nbea.org

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<table>
<thead>
<tr>
<th>Additional Benefits</th>
<th>Exhibitor Level $1200</th>
<th>Silver Level $2500</th>
<th>Gold Level $3500</th>
<th>Platinum Level $5000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table at tradeshow</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2 Convention registrations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company info/handouts included in registration bag</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo &amp; link on NBEA.org homepage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated slot in Vendor Showcase</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>280x360 pixel ad in <em>KeyingIN</em> Newsletter (distribution approx. 12,000)</td>
<td>1 run</td>
<td>2 runs</td>
<td>3 runs</td>
<td></td>
</tr>
<tr>
<td>Company listed on Convention website</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>Company listed on event signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Own sign</td>
<td></td>
</tr>
<tr>
<td>Ad in the <em>Business Education FORUM</em></td>
<td>1/4 page</td>
<td>1/2 page</td>
<td>1/2 page</td>
<td></td>
</tr>
<tr>
<td>Company listed in email promotions to members (no less than 10 messages)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on digital presentation at designated event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company listed on photo backdrop in Expo</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
## PURCHASE SELECTION

Please select all items you wish to purchase below.

**Note:** Sponsorships are in addition to and do not include exhibit space. Exhibit spaces will be assigned by NBEA staff.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price x No.</th>
<th>Sub-total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth</td>
<td>$1,200 x ___</td>
<td>$________</td>
</tr>
<tr>
<td>Exhibitor Showcase Session</td>
<td>$ 300 x ___</td>
<td>$________</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$ 500+</td>
<td>$________</td>
</tr>
</tbody>
</table>

*To discuss additional sponsorship, please email bchowning@nbea.org*

**Total** $________

## CONTACT INFORMATION

NAME

COMPANY

TITLE

ADDRESS

CITY STATE ZIP

PHONE E-MAIL

## PAYMENT INFORMATION

**Check:** Enclose check made payable to NBEA and mailed to:
1914 Association Dr, Ste 203, Reston, VA 20191

**Credit Card:**

CREDIT CARD NUMBER

EXPIRATION DATE SECURITY CODE

CREDIT CARD BILLING ADDRESS

SIGNATURE (REQUIRED)
NBEA Exhibit Terms and Conditions of Contract

An application for exhibit space, when co-signed by a representative of NBEA and a person representing a company, institution, agency, or organization, becomes a contract subject to the following terms and conditions. These rules and regulations constitute a bona fide part of the contract for exhibit space. NBEA reserves the right to render all interpretations and decisions should questions arise and to establish further regulations as may be deemed necessary to the general success and well-being of the exhibit. NBEA’s decisions and interpretations shall be accepted as final in all cases.

1. PUBLICITY. All exhibitors who contract before February 26, 2022, will be listed in the Convention Program, which will be distributed to all registrants. In addition, NBEA will publish the list of NBEA 2022 exhibitors on the NBEA website.

2. EXHIBITORS’ REGISTRATION DESK. An NBEA Exhibitors’ Registration Desk will be available to assist exhibitors from setup on Tuesday, April 12 through the breakdown of exhibits on Thursday, April 14, 2022.

3. EXHIBITOR REGISTRATION. Exhibiting companies are provided two complimentary registrations per booth space purchased for personnel who are bona fide employees of the exhibiting company. NBEA members and other educators associated with the company renting the exhibit space are not permitted complimentary or additional exhibitor registration. This includes authors, presenters, et al., who may be identified with a company but are not members of the company’s staff. Educators, authors, et al. must be registered as official convention attendees. The badges will be prepared in advance for the exhibitors’ personnel provided the full names are submitted to the NBEA Exhibits Manager with the Exhibit Space Contract prior to March 12, 2022. The NBEA Exhibits Manager will have the exhibitors’ personnel badges on Tuesday, April 12, 2022. Additional badges for exhibitors’ personnel may be purchased at a fee of $75 per badge during the convention at the NBEA Exhibitors’ Registration Desk. Exhibitors should not register at the membership registration area.

4. COST OF SPACE. The cost of space is shown in the Exhibitors’ Prospectus. Rental charges include the exhibit space, which is completely carpeted, one six-foot by thirty-inch (6’ x 30”) rectangular display table per space completely covered, two chairs per space, one wastebasket per space, security service during the closed hours of the exhibit, and badges for exhibitors’ personnel as previously specified.

5. ASSIGNMENT OF EXHIBIT SPACE. Exhibits will be assigned on a first come, first served basis. The assignment of space will be made by the Exhibits Manager on or about March 15, 2022.

6. CHARACTER OF EXHIBIT. The Exhibits Manager reserves the right to decline or prohibit any exhibit which, in their opinion, is not suitable to, or in keeping with, the character of the exhibits. Neither the exhibitor nor any agent or sublet any portion of the space contracted for or assigned to the company. Neither may any exhibitor display any article not regularly manufactured or handled by the company.

7. OTHER EXHIBITS. The convention hotel will not knowingly rent any sample rooms during the convention to anyone engaged in the same line of merchandise as that of the exhibitors. Canvassing by non-exhibitors also will be prohibited. No free samples will be distributed at meetings by anyone engaged in the same line of merchandise as that of the exhibitors.

8. INSTALLATION OF THE EXHIBIT. The installation of exhibits will be on Tuesday, April 12, 2022, from 12:00 p.m. to 6:00 p.m. No construction in the exhibit space shall exceed eight feet in height, and any construction in excess of four feet in height must be kept within four feet of the rear of the space permitted.

9. DISMANTLING OF EXHIBIT. Dismantling of the exhibit will begin at 4:30 pm, Thursday, April 14. All materials should be completely repacked and removed from the hotel no later than 8:00 pm, Thursday, April 14, 2022. Exhibitors will not be allowed to remove their exhibit or any part of it until the close of the exhibition without consent of the Exhibits Manager. Please check specifications for shipping materials thru the FedEx within the Chicago Marriott Downtown Magnificent Mile.

10. EXHIBITOR CONVENTION SERVICES. Internet and electrical services can be ordered from the Chicago Marriott Downtown Magnificent Mile. NBEA will forward the appropriate order forms to all contracted exhibiting companies.

11. DRAYAGE. All shipments must be prepaid and sent directly to the Federal Express office at the Chicago Downtown Marriott and addressed as follows:

- Hold for (Guest Name) and (Guest Cell #)
- c/o FedEx Office at the Chicago Downtown Marriott
- 540 North Michigan Ave
- Chicago, IL 60611
- (NBEA 2022 Convention), Box ___ of ___

NBEA will send complete shipping instructions to all contracted exhibitors. Please make arrangements with the Federal Express office at the Chicago Downtown Marriott for the removal and storage of all packing materials during the exhibit period. It is recommended that the exhibitor maintain adequate insurance coverage on all materials from the time the material leaves the custody of the exhibitor until its return to a specific destination.

12. LIABILITY. Neither the National Business Education Association nor the employees thereof; nor the Chicago Downtown Marriott and its agents, the employees thereof; will be responsible for any injury, loss, or damage that may occur to the exhibitor, or the exhibitor’s employees or property, prior, during, or subsequent to the period covered by the exhibit contract, provided said injury, loss, or damage is not caused by the negligence or willful act of one or more of the aforementioned parties. The exhibitor expressly releases the foregoing names, associations, individuals, and firms from any agreement to indemnify same against any and all claims for such loss, damage, or injury. It is agreed expressly that neither the National Business Education Association nor the Chicago Marriott Downtown shall be held liable or held accountable for any losses, damages, or injuries which may be sustained or incurred by any person or persons, who may be on the premises leased by or assigned to any exhibitor, including (but not limited to) any agent, employee, or representative of any exhibitor. The exhibitor expressly agrees that he or she will hold, keep and save harmless and indemnify the National Business Education Association or the Chicago Marriott Downtown and its agents and employees from any and all such claims. The exhibitor agrees to protect, save and keep the National Business Education Association and the Chicago Marriott Downtown forever harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to comply strictly with the applicable terms and conditions in the agreement between the Chicago Marriott Downtown and the National Business Education Association regarding the exhibition premises. And, further, the exhibitor shall at all times protect, indemnify, save and keep harmless the National Business Education Association and the Chicago Marriott Downtown against and from any and all loss, cost damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out or by reason of said exhibitor’s occupancy and use of the exhibition premises or a part thereof.

13. NOISY AND OBNOXIOUS Equipment. The operation of whistles or any objectionable devices will not be allowed. After the exhibit opens, noisy or unsightly work will not be permitted.

14. FIRE PREVENTION REQUIREMENTS. All materials used for background or decorations throughout the exhibit area shall be fire-resistive or treated with flame-retardant solution to meet with the requirements of the standard flame test, as provided in the municipal code of the City of Chicago for fire prevention.

No hazardous display of any nature will be permitted in any exhibit area without the written permission of the Chicago Fire Department. Aerosol cans which have any flammable materials in them are not allowed in the exhibit space.

No storage of any kind is allowed behind the exhibit tables. All carts, crates, containers, packing materials, etc., that are required to be stored for repacking purposes shall be removed from the exhibit area. Up to one (1) day’s supply of operational materials and advertising may be stored within the booth. All main and cross aisles, corridors, exit areas, ex stairways, etc., will be maintained at their required width at all times when the exhibit is open; no obstructions such as chairs, tables, displays, etc., will be allowed to protrude into the aisles. Dust covers for displays shall be of a fire resistant material, or treated with a flame-retardant solution. The Chicago Marriott Downtown is a smoke-free environment. This includes all guest rooms, restaurants, lounges, meeting rooms, and public space.

15. INSURANCE. The National Business Education Association and the Chicago Marriott Downtown and its affiliates, will exercise reasonable care for the protection of exhibitors’ displays but can accept no responsibility for the loss of, or damage to, any of the said materials on display. Exhibitors who desire to carry insurance on their exhibit must do so at their own expense.

16. ADDITIONAL INFORMATION. It is mutually agreed that it is the duty and responsibility of each exhibitor to install his or her exhibit before the official opening of the exhibition and to dismantle the exhibit immediately after the close of the exhibition. All displays should be shipped to and from the FedEx Office at the Chicago Marriott Downtown by each exhibitor.

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to walls, columns, floors, or other parts of the hotel or its furniture. Anything in connection with both necessary or proper for the protection of the building, equipment or furniture will be at the expense of the exhibitor.

Printed advertising may be distributed by exhibitors from within the confines of their own exhibit space only. No exhibits or parts, accessories or other goods bearing any name other than that of the space occupied may be displayed or distributed. Exhibitors’ personnel are not permitted to give away any material other than those items describing the company’s products and services.

17. PAYMENT. For each table-top exhibit space reserved, full payment is required with this contract by February 26, 2022. Checks should be made payable to the National Business Education Association, and sent to Exhibits Manager, National Business Education Association, 1914 Association Drive, Reston, VA 20191-1596, (703) 860-8300, on or before February 26, 2022. Cancellations received by February 26, 2022, will result in forfeiture of 50% of the full booth price. There will be no refunds to exhibitors who cancel the Exhibit Space Contract after February 26, 2022.

Exhibitors will not be permitted to set up on Tuesday, April 12, 2022, if they have not paid for their exhibit space. PLEASE STUDY THIS INFORMATION CAREFULLY. ANY QUESTIONS WILL BE ANSWERED PROMPTLY.