



2011 CONFERENCE GUIDE

EXHIBIT HALL SCHEDULE

MOVE IN	Thursday	December 1	3:00pm – 4:00pm
SHOW OPEN	Thursday	December 1	4:00pm – 6:30pm
	Friday	December 2	8:00am – 2:00pm
MOVE OUT	Friday	December 2	2:00pm – 4:00pm

EXHIBIT HALL DETAILS

Each exhibitor will be accorded one six-foot draped 36-inch tall table, two chairs and a sign with the exhibitor's name, city and state/province. Table location and other benefits are based on level of Corporate Sponsorship.

A limited number of 10'x10' premium spaces, located in the conference foyer, are also available as Signature Level Corporate Sponsorship opportunities on a first-come, first-served basis. Please see Exhibitor Information enclosed or at TABS.org/sponsors for more details.

EXPOSURE

To maximize exhibitors' exposure, conference registration, the opening night reception and breaks during the conference will be held in the exhibit space. Exhibitors are encouraged to attend all general and concurrent sessions but are asked not to promote their products or services while attending these sessions. To increase foot traffic in the exhibit hall, we team with SCVNGR to bring you TABS Mobile Challenge, a game that engages attendees on their cell phones. Participation is optional and cost is additional.

CONFERENCE REGISTRATION

All vendors must be registered as conference participants. If you choose to send more than two representatives, each additional representative will be charged the standard TABS member registration fee. Complimentary registrations include entrance to all keynote and concurrent sessions, opening reception, breakfasts and lunches. They do not apply to any "Pre-Conference" workshops, for which there are separate fees.

SECURITY

Entrance doors will be locked when the exhibit hall is closed. Exhibitors should maintain possession of all valuables and never leave them unattended.

SHIPMENT OF MATERIALS, ELECTRICAL SERVICE AND AUDIOVISUAL REQUESTS

Vendors will receive updates throughout the fall months regarding deadlines, shipment of materials and requests for electrical service and audiovisual equipment.

MAKE YOUR PLANS NOW!

Exhibit space is available to all vendors whose products or services are of interest to TABS members. Exhibit space is assigned according to the following sequence:

1. Signature Level Corporate Sponsors
2. Red Level Corporate Sponsors
3. White Level Corporate Sponsors

Your exhibit space will not be guaranteed until TABS receives and confirms a valid Corporate Sponsorship Application and full payment. Only one corporate sponsor per table will be allowed.

CANCELLATION POLICY

Either party may terminate the agreement through written notice to the other party by mail, fax or email. All Corporate sponsorship agreements (Signature, Red Level, AND White Level) cover a benefit period that starts on the EARLIER of the following: 1) July 1, 2011 or, 2) the date the sponsor receives elective benefits (e.g. mailing labels, ad space at sponsor rates, etc.). Regardless of start date, the benefit period ends on June 30, 2012.

If the agreement is terminated before the start of the benefit period, TABS shall refund any fees that have been paid, less a \$200 service charge. NO refunds— at ANY level of Corporate Sponsorship— will be given for cancellation after the start of the benefit period. For example, NO refunds will be given to White Level Corporate Sponsors who cancel Conference Exhibit reservations after July 1, 2011.

VENDOR PROPOSAL POLICIES

The Exhibit Hall is an integral part of the TABS Conference and the vendors who attend the conference offer valuable services and products to TABS schools. These same vendors are experts in areas as varied as food services, financial planning, and web design. TABS receives an overwhelming response from the Call for Proposals from vendors who are interested in sharing their expertise with attendees at the TABS Conference. While the conference planning committee is pleased and impressed with the number and quality of the proposals, it is not able to accommodate all of the submissions. Each year the committee is faced with the challenge of deciding how to best handle the flood of high-quality proposals while maintaining a healthy balance with presenters who are practitioners in TABS schools.

After much deliberation the conference committee has established the following policy:

- Vendors whose proposals are accepted agree to present on either Friday, December 2 or Saturday, December 3.
- For the purpose of this policy, a vendor is defined as a representative from a for-profit company or organization that charges for the products or services it provides to TABS members.
- Vendors who are speaking at the conference must have a paid Corporate Sponsorship Agreement on file with TABS. All non-vendor speakers must be paid registrants for the conference, unless other prior arrangements have been made with TABS.
- Vendors seeking to promote an individual company, product or service are invited to consider becoming a Signature Level Corporate Sponsor to demonstrate a product or service during one of four available concurrent sessions.

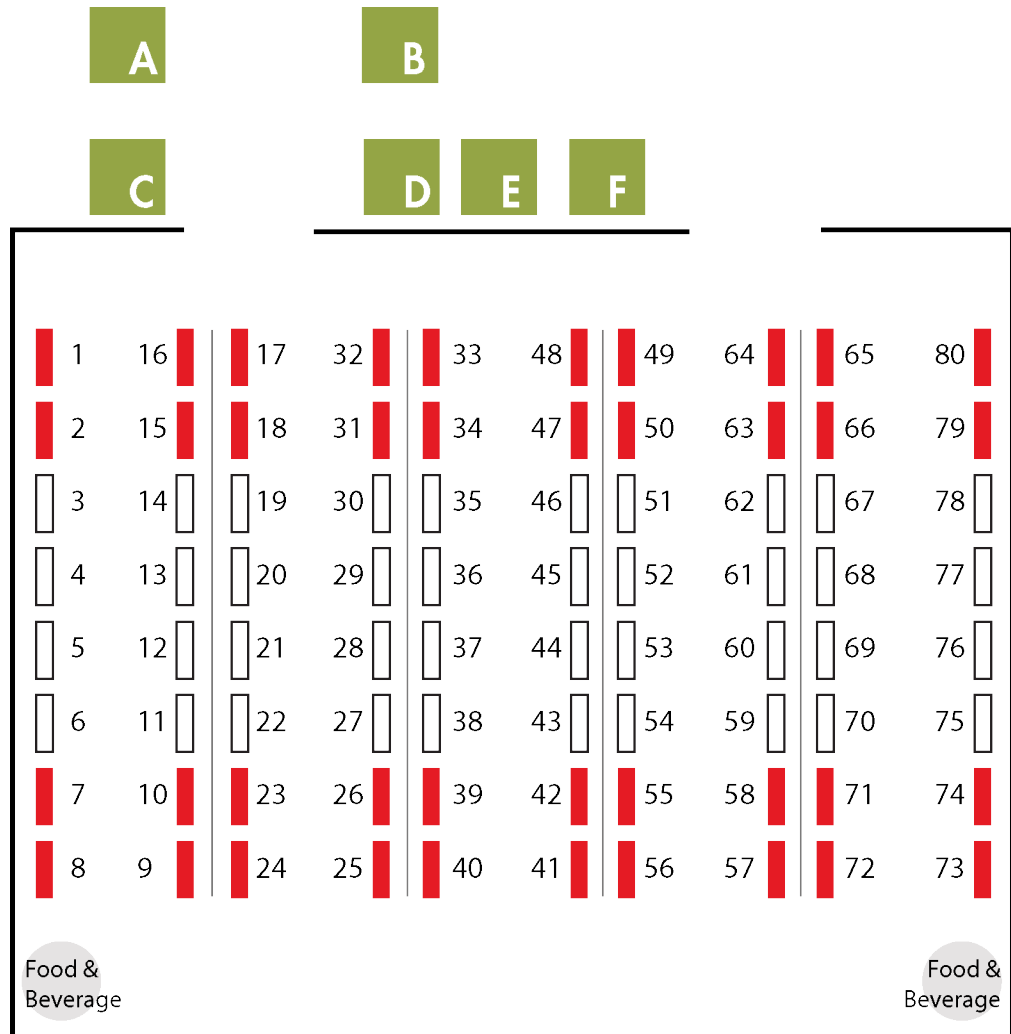
Submit proposals in the Annual Conference area at TABS.org/conference.

REGISTER ONLINE AT TABS.ORG/SPONSORS

Questions? jordan@TABS.org or 828 479 5344



EXHIBIT HALL MAP



Each exhibitor will be accorded one six foot table for a tabletop display, and a sign with the exhibitor's name, city and state/province. Table location based on level of Corporate Sponsorship.

Red Tables Reserved for Red & Signature Level Corporate Sponsorship

White Tables Open to All Sponsorship Levels

Green 10' x 10' Booths Open to Signature Level Sponsors



EXHIBITOR CONTRACT RULES AND REGULATIONS

In consideration for his/her exhibition at the 2011 TABS Conference and other good and valuable consideration, the Exhibitor hereby agrees as follows:

1. The exhibit hall utilizes 6 ft **tabletop** displays. The exhibitor tabletop dimensions are 6 feet by 30 inches. Display materials must be confined to the top of the table and may not exceed the standard height of 5 feet (60 inches) from the top of the table. Floor space in front and back of the table and to the side of the table must be kept completely clear of promotional and display materials.

A limited number of premium booths are available in the conference foyer. Booth dimensions are 10 ft wide x 10 ft deep, with a maximum backwall height of 8 ft, and maximum side wall height of 4 ft. For more information, please contact the TABS office at 828 258 5354.
2. No one other than the exhibitors and their employees will be permitted to occupy the space rented to them.
3. No material, equipment or apparatus shall be permitted, the presence, appearance or operation of which produces noise, vibration, odor, or other irritant that is objectionable to The Association of Boarding Schools (TABS), the hotel, hotel guests, other exhibitors, or visitors. In addition, any material, equipment or apparatus, the presence or operation of which may be a hazard to persons or property shall be removed forthwith. TABS expects all exhibitors to behave in a professional manner. No disruption of the conference or any exhibitor's right to conduct business will be tolerated.
4. Exhibitors' property shall be brought to, kept in and removed from the hotel at the exhibitors' sole risk.
5. All materials used in the exhibit space must be fireproofed and must conform to all local fire department and insurance underwriters' regulations. No decorative paper of any kind will be permitted. Exhibitors will not be permitted to use any articles in the exhibition premises that will void insurance or increase premiums of insurance policies on the building in which the conference is held.
6. Exhibitors assume full responsibility for any damage to the hotel caused by or resulting from their move in, move out or use of the hotel's facilities. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is prohibited.
7. Exhibitors will keep their displays in good order at all times.
8. Exhibitors will not dismantle their display prior to the stated closing hour of the exhibit space. All exhibits must be dismantled and packed with move-out completed no later than 4:00 p.m. on Friday, December 2, 2011.
9. Exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend, and save the Marriott Copley Place, and affiliates and subsidiaries of each of the officers, directors, agents, and partners of each (Indemnified Parties) and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by an exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Indemnified Parties, its employees and agents.

10. Exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend, and save TABS and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by an exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of TABS, its employees and agents.
11. In addition, exhibitors acknowledge that TABS and the Marriott Copley Place do not maintain insurance covering exhibitors' property and that it is the sole responsibility of the exhibitors to obtain business interruption and property damage insurance covering such losses by the exhibitors.
12. Exhibitors will not do or omit to do anything which would cause TABS to fail to perform, keep and observe any of the terms, covenants and conditions contained in the Agreement between TABS and the Marriott Copley Place related to the 2011 TABS Conference.
13. Neither TABS, nor the Marriott Copley Place, nor their employees and agents shall have any liability or obligation to the exhibitor for cancellation or deferral of the Conference.
14. A standard exhibit space includes a draped, six-foot table, two chairs and a standard two-line sign with the exhibitor's name, city and state.
15. TABS will only permit one corporate sponsor per table, and one company name on a sign at any time; no exceptions. Space is intended for commercial vendors and is not intended for traditional K-12 schools.
16. All exhibiting companies receive two complimentary conference registrations. Additional representatives from an exhibiting company will be charged the TABS member registration fee.
17. There are controversial issues and materials used in education. Exhibits presenting the positive point of view on such issues will be permitted. Political actions or activities are prohibited. Exhibits which defame or unfairly attack the products or integrity of another exhibitor or exhibits which disturb or disrupt the exhibits of another, through audio or video displays or otherwise, are also prohibited.

A conference exhibitor contract will not be considered complete, and space will not be held, until TABS has received the Corporate Sponsorship Application and Agreement, full payment, and agreement to the Conference Exhibitor Contract, which together shall constitute a legally binding agreement between the vendor and TABS upon acceptance by TABS.

Exhibitors understand that failure to comply with any provision of the Corporate Sponsorship Agreement or the Conference Exhibitor Contract may affect future Corporate Sponsorship or exhibiting eligibility, in addition to any legal liability or obligation that such failure may impose upon the exhibiting organization and its agents. TABS reserves the right to change exhibit space any time prior to the conference.

We look forward to your participation in the 2011 TABS Conference.



TABS TOP 10 FACTS AND HINTS

- 1** TABS is one of the most respected association brands, representing almost 300 premier college prep boarding schools.
- 2** We are one of few organizations to invite Sponsors to attend our concurrent sessions. Take advantage of it!
- 3** Lunch is provided for all Exhibitors. Join in and make new friends. One of them is bound to be a new prospect.
- 4** TABS Conference has a TABLETOP exhibit hall. All tables are 6' long.
- 5** Breakdown is Friday at 2pm. But why leave then? Stay around for the Saturday sessions and meals.
- 6** Get to know our schools prior to the Conference at boardingschools.com
- 7** Spend as much time learning about a prospect's school as you do sharing your expertise.
- 8** This is an educational conference; not a promotional conference.
- 9** Your enthusiasm matters. Bring it!
- 10** Your TABS contact is Watson Jordan.
First name: Watson
Last name: Jordan
But if you want to be a TABS Sponsor, he'll answer to most anything.