

EXHIBIT INFORMATION



HOW TO TEACH **HOT** TOPICS!



October 28-29, 2008 • Embassy Suites Hotel & Spa • Albuquerque

WHAT IS THE SCHOOL HEALTH EDUCATION INSTITUTE?

The School Health Education Institute is a two-day training for teachers who are responsible to teach health education topics in conjunction with their primary academic focus. For the past seven years, the School & Family Support Bureau of the Public Education Department has held this annual Institute to prepare teachers to address standards-based health education in the classroom and support school districts in meeting their professional development plans.



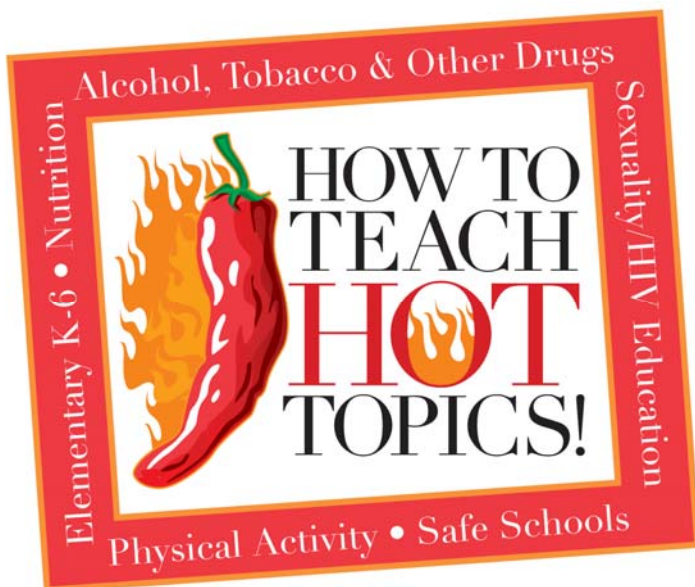
Teachers gain knowledge, skills, and tangible resources such as actual lesson plans to assist with the integration of health topics into their daily curriculum. The Institute focuses on five health education topic areas:

- Nutrition
- Physical Activity
- Safe Schools
- Alcohol, Tobacco and Other Drug Use Prevention
- Sexuality Education, including HIV Prevention Education

Approximately 350 secondary and elementary educators are expected to attend the 2008 Institute.

An Opportunity for YOUR Organization

Attendees of the Institute are primed to learn more about your organization. Their motivation for attending is knowing they will bring resources back to their school that can be implemented immediately in the classroom. Often, attendees meet with fellow educators following the Institute to share what they have learned. This is the perfect opportunity for you to reach this important audience and provide valuable resources to help them improve the lives of New Mexico's school children.



Only 19 exhibitors will be accepted.
Don't delay, register today!

"Best conference with most applicable information I have ever attended."

2007 Institute Attendee

LOGISTICAL INFORMATION

Conference Dates: October 28 & 29, 2008
Hotel/Exhibit Location: Embassy Suites Hotel and Conference Center
1000 Woodward Place NE, Albuquerque, NM 87102
Phone: (505) 245-7100

Directions:

From I-25 North bound: Exit #225 Lomas Blvd. Turn left on Lomas and head west to Woodward Place. The hotel is located on the right hand side.

From I-25 South bound: Exit #225 Lomas Blvd. Turn right on Lomas to Woodward Place. The hotel is located on the right hand side.

Need door-to-door directions? Visit: www.mapquest.com

Exhibit Hours: Tuesday, October 28, 2008, 7:30 am - 4:15 pm
3:45 - 4:15 pm will be designated exclusively for viewing exhibits.

Set Up: All exhibits must be in place no later than 7:15 am. Packing crates and supplies must be placed under tables.

Break Down: Breakdown must be completed by 5:00 pm on Tuesday, October 28th. Materials not removed by this time will be removed by the Sponsor and put in storage at Exhibitor's expense.

Cost: Booth Fee \$75.00
Nonprofit organizations*: \$ FREE
**501 © (3) organizations that do NOT charge fees for service*

There is a separate fee for meals, electrical access or any special equipment.

Booths: Booth fee includes sign, a 6' table with linen/skirting, and two chairs.

Lodging: A block of rooms has been reserved at the Embassy Suites Hotel at a special rate of \$105.00 single/double occupancy. This rate includes a free, hot, cooked-to-order breakfast and evening reception. To receive this special conference rate, call Tabatha at Kesselman-Jones, Inc. by October 1, 2008 at (505) 266-0552 Monday through Friday from 9:00 am - 5:00 pm (MST).



Complete Exhibitor Form and FAX to:
(505) 266-3461 (no cover sheet necessary)
or Email to:
Tabatha@KessJones.com
or Mail to:
Kesselman-Jones, Inc. (SHEI)
P.O. Box 30182, Albuquerque, NM 87190

GENERAL EXHIBITOR INFORMATION

Official Contact Person: The person named on the Exhibitor Form is considered the official contact of the participating organization to receive all information regarding confirmation of events and activities. This person is responsible for assuring information is properly distributed to all participating representatives. Booth workers are the individuals in actual attendance at the Conference. Participating representatives may be listed on the Exhibitor Form upon submission or may be submitted at a later date.

Attendance at Institute: Two participating representatives are included in the exhibit package. Additional representatives may be authorized if requested. Each representative will be issued a name badge. Meal service is not included as part of the exhibitor package. Box lunches are available for booth workers for a fee. Sandwich choices are available on the Exhibitor Form and box lunches must be purchased in advance by October 10, 2008.

Electrical Connections and Other Equipment: An electrical connection will be provided, if requested, for a fee. Other services, such as Internet or AV equipment, may or may not be provided and must be arranged through the hotel. Details for these arrangements will be sent to the official contact person.

Cancellations: Cancellation of exhibit space must be in writing. In the event of the Conference being cancelled due to fire, strikes, government regulations, Acts of God or other causes beyond the control of the sponsoring organization, Kesselman-Jones, Inc. shall not be held liable for failure to hold the Conference and Kesselman-Jones, Inc. shall determine the amount of exhibit fee to be refunded.

Shipping/Storage: All exhibitors are asked to make individual arrangements for shipping/handling. Please call the hotel directly and reference School Health Education Institute for shipping instructions. Boxes should have the group name clearly marked on them and dates of the conference. The hotel will accept packages three days before the conference begins.

Security/Liability: No security will be provided. Do not leave valuables in your booth unattended. The exhibitor assumes complete responsibility for losses, damages and claims arising out of damage of the Exhibitor's displays, equipment and other property brought upon the premises of the host facility. He/she shall indemnify and hold harmless the host facility and its sponsors/organizers or any other authorized representative agent or employee of the foregoing of any and all losses, damages, and claims.

Restrictions: All decorative material must be flame proofed. Every effort will be made to maintain a business-like atmosphere. Extremely loud noises, such as bells, sirens, buzzers, etc., are not permitted. Use of audio-visual equipment must be played in a moderate volume.

Damage: Exhibitors will not fasten any fixtures to the floors, walls, columns or ceilings of the exhibit area. Exhibitors will be liable for any damages caused by such fastening and for any damage to equipment furnished by Kesselman-Jones, Inc. or service suppliers designated by them.

Participation: The conference has the right to reject an exhibitor application if it is deemed that the subject matter/content is not appropriate for the conference audience.

Floor plan: The floor plan for this exhibit will be maintained as originally presented whenever possible. However, Kesselman-Jones, Inc. reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the facility.

Booth Assignments: Exhibit booth assignments are made based on a numerous variables. Booth assignments will be made approximately 10 days prior to conference.