

EXHIBITOR INFORMATION



Wednesday, April 15, 2009
Albuquerque, NM



Conference Office
Kesselman-Jones, Inc.
P.O. Box 30182 - Albuquerque, NM 87190
Phone: (505) 266-3451 Fax: (505) 266-3461
E-mail: Tisha@KessJones.com
Web site: KessJones.com

About the Conference



The Head to Toe Conference on School and Adolescent Health provides training to school nurses, counselors, social workers and other professionals working directly and indirectly with student physical and behavioral health issues. Now in its 13th year, the conference, sponsored by the New Mexico Department of Health and Public Education Department draws up to 700 professionals from throughout New Mexico. Of the 2008 conference attendees, 13% indicated they were counselors, 14% social workers and 22% school nurses. Attendees represented 100 different cities in New Mexico and eight (8) from other states. This year we also anticipate 100 youth in attendance.

2009 Conference highlights:

- Two nationally renown keynote presenters: *Pat Cooper, CEO, Early Childhood and Family Learning Foundation, New Orleans, LA; Ross Szabo, National Mental Health Awareness Campaign, Los Angeles, CA*
- Fifty-five workshops for school health professionals
- Conference bookstore
- Pre-conference workshops. Topics include Action for Healthy Kids, H.A.N.D.S.SM (Helping to Administer to the Needs of the student with Diabetes in School), oral health, school wellness plans, and trauma informed care
- Youth programming

Exhibit Hall highlights:

- Two designated times to visit exhibits, 10:15 – 11:00 am and 2:45 – 3:15 pm as well as time after lunch service and in the morning during registration.
- Traffic building activities that don't require valuable booth worker time.
- Continual door prizes
- Wellness area
- Food service

“The exhibitors were great. Lots of good free stuff I can use in my interactions with students.”

*Head to Toe 12 Attendee
Comment on Evaluations*

Exhibitor Logistics



Exhibit Date: Wednesday, April 15, 2009

Exhibit Location: Albuquerque Convention Center
401 2nd Street NW - Albuquerque, NM
Phone : (505) 768-4575

Exhibit Time: 7:00 am – 3:30 pm

Cost: 10'x10' exhibit booth \$350.00
Non-profit * \$ 55.00 *501 C (3) organizations that do not generate income by selling product(s).

There is a separate fee for electrical access or any special equipment. Please contact Kesselman-Jones, Inc. for an Electrical Service Order Form from the Albuquerque Convention Center.

A limited number of scholarships are available for nonprofit organizations that may have difficulty covering the registration fee. If you would like to be considered for a scholarship, please submit a letter describing how our attendees could benefit from your participation by Wednesday, April 1, 2009. If accepted you will receive further instructions on how to register. Please fax your letter to (505) 266-3461 or e-mail to Tisha@KessJones.com.

Booths: Booth fee includes sign, pipe & green/white drape, a 6' table with linen/skirting and two chairs.

Set Up: All exhibits must be in place no later than 7:00 am when registration opens. For safety reasons we can not have booths being set up after this time – the exhibit area will be too congested. Packing crates and supplies must be placed under tables. Items can not be taped to walls at the Convention Center.

Break Down: We ask that you do not break down early so that attendees have ample time to visit your booth. Breakdown must be completed by 4:30 pm on Wednesday, April 15, 2009. Materials not removed by this time will be removed by the Sponsor and put in storage at Exhibitor's expense.

Conference Attendance: A 20% discount on conference registration is available to all full price conference exhibitors who apply before Wednesday, April 1, 2009 (nonprofit organizations do not receive the discount). Contact Tisha Aldredge for instructions on how to register to attend conference sessions.

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.

Contact Information: Kesselman-Jones, Inc.
Tisha Aldredge, *Event Manager*
P.O. Box 30182
Albuquerque, NM 87190
Phone: (505) 266-3451 x105
Fax: (505) 266-3461 (no cover sheet necessary)
E-mail: Tisha@KessJones.com

Official Show Provider: Convention Services of the Southwest
Phone: (505) 243-9889 Fax: (505) 243-8197
Web: www.cssabq.com

**To secure your booth, go to
www.kessjones.com.
Click on the
Head to Toe banner
and then visit the
Exhibitor page for
registration instructions.**

Exhibit Guidelines



Official Contact Person: The person named on the Exhibitor Application 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 Application upon submittal or may be submitted at a later date.

Attendance at Conference: The ability to send two (2) booth workers is 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, but individual meals may be purchased separately.

Electrical Connections/additional booth requests: An electrical connection will be provided, if requested, for a fee. Please contact Kesselman-Jones, Inc. for an Electrical Service Order Form from the Albuquerque Convention Center. Other services may or may not be provided and must be arranged through Convention Services of the Southwest.

Booth Assignments: Space assignments will be made according to the order in which applications were received and accepted. Payment must be received in order for the application to be considered accepted.

Cancellations: Cancellation of exhibit space must be in writing. Cancellations received before Wednesday, April 1, 2009 will be refunded with a 20% service charge on the net cost of the original space. A refund for cancellation cannot be made after Wednesday, April 1, 2009. 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 our official show supplier, Convention Services of the Southwest and reference the Head to Toe 13 Conference for shipping instructions.

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 at a moderate volume.

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.

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.

Permits/Licenses: Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitors' booths or displays. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Kesselman-Jones, Inc. proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. Kesselman-Jones, Inc. reserves the right to remove from the exhibit area all or any part of any booth or display which incorporates music, photographs or other copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify hand hold Kesselman-Jones, Inc., their agents and employees, harmless from all loss, cost claims, causes of actions, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violations or infringements (or claimed violation or infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges.