

EXHIBITOR INFORMATION



A Conference on School Health

April 16, 2008
Albuquerque, NM



**New for 2008 -
Exhibitors can
register online!**

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 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 12th 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 2007 conference attendees, 19% indicated they were counselors, 15% social workers and 27% school nurses. Attendees represented 86 different cities in New Mexico, 3 in Texas, 3 in Colorado and 3 in Arizona.

2008 Conference highlights:

- Two nationally renown keynote presenters: *DJ Vanas, author, Native Discovery Inc., Colorado Springs, CO* and *Robert Murray, PhD, Director, Center for Healthy Weight and Nutrition, Nationwide Children's Hospital, Columbus, OH*
- Sixty three workshops for school health professionals.
- Conference bookstore.
- Five half-day pre-conference workshops. Topics include Drop Out, Suicide and Truancy Prevention; Youth Empowerment; and Pandemic Influenza.
- New for 2008 – youth programming and attendance by Health Promotion and Health Council members

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
- The exhibit hall will AGAIN be in the ballroom next to our lunch room, allowing us to recruit and accommodate more exhibitors than ever before.
- Traffic building activities that don't require valuable booth worker time such as an exhibit booth scavenger hunt
- Continual door prizes
- Educational poster sessions
- Wellness area
- Food Service
- Live Entertainment

"I liked the expanded exhibit area! I wish we had twice as many exhibitors."

*Head to Toe 11 Attendee
Comment on Evaluations*

Exhibitor Logistics



Exhibit Date: April 16, 2008

Exhibit Location: Albuquerque Convention Center, Ballroom C
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. If accepted you will receive further instructions on how to register. Please fax to (505) 266-3461 or email 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 April 16, 2008. Materials not removed by this time will be removed by the Sponsor and put in storage at Exhibitor's expense.

Lodging: A block of rooms has been reserved at several hotels in the area. Please visit our web site at www.kessjones.com for a list of hotels, rates and contact information.

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, *Coordinator, Exhibits & Events*
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 register, go to
www.kessjones.com.
Click on the
Head to Toe icon
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: Assignment of booth space will occur approximately 10 days prior to the conference. Space assignments will be made according to the order in which applications were received and accepted.

Cancellations: Cancellation of exhibit space must be in writing. Cancellations received before April 1, 2008 will be refunded with a 20% service charge on the net cost of the original space. A refund for cancellation cannot be made after April 1, 2008. 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 12 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.