



# Exhibitor Prospectus

The 2009 Annual TAGT Professional Development Conference will be held December 2-4, 2009 at the George R. Brown Convention Center in Houston, Texas. This is the perfect opportunity to gain visibility and engage thousands of professional specialists in gifted education.

## Who should exhibit?

TAGT attracts exhibitors from across the nation to demonstrate products and services such as the following:

- ☛ Computer software & hardware
- ☛ Publishers
- ☛ Bookstores
- ☛ Curriculum design companies & consultants
- ☛ Educational products, toys, games
- ☛ Educational training consultants
- ☛ Colleges and universities
- ☛ Professional educational organizations
- ☛ Summer camps & other student organizations

## Who will attend?

More than 3,000 educational professionals, decision makers, and parents of gifted and talented children are expected to attend. Participants look for products and services tailored to meet the unique needs of these children.

## Exhibit Space

All booths are 10' x 10' or a combination thereof. You may combine as many booths as needed to accommodate your exhibit. Premium booths are located on corners or in higher traffic areas. Premium booths, shaded on the floor plan, cost \$100 more than a standard booth. Bulk space, i.e., 20' x 20' and larger, is available at a reduced rate.

A corner booth provides better visibility and more room for customer contact because side rails can be removed for greater access from both aisles.

A larger booth also increases visibility and provides more space for your staff and products

## Booths Include:

- ☛ Standard 8' back drape and 3' side drape in show colors, blue, green and white
- ☛ Your company listing in the Conference Program
- ☛ Standard 7" x 44" booth identification sign
- ☛ Exhibitors Lounge with refreshments

☛ **connect with 3,000 expected GT professionals, decision makers, and parent advocates**

☛ **create and sustain valuable business contacts with GT professionals at every educational level**

☛ **showcase your products or make non-commercial presentations in an educational setting**

☛ **increase your competitive edge in the GT market**

☛ **collaborate with more than 100 other exhibitors, each with products and services tailored for the GT professional**

**Due to a wide variety of exhibitor needs, TAGT does not provide any furnishings for vendors.** Booth carpet or furnishings may be rented from Freeman, the official show decorator, or provided by the exhibitor. Utilities (i.e., electricity, phone lines) are not included. These services are available for an additional charge upon request. The official TAGT Exhibitor Services Manual will be sent by Freeman in September to all vendors. The manual contains important information about the show, including rules and regulations, schedule for installation and dismantling of exhibits, and order forms for exhibitor services such as shipping, signs, furniture rental, utility services and cleaning. It also includes an exhibitor personnel registration form, housing form and other valuable information to

help you in preparing for your exhibit and conference participation.

Booth Prices	By June 30	After June 30
Standard 10'x10'	\$580	\$680
Premium 10'x10'	\$680	\$780
Bulk Space 20'x20'	\$2,150	\$2,350
Bulk Space 20'x30'	\$2,900	\$3,100

## Payment Policy

Half of the total booth space cost is required as a deposit upon submission of the contract for booth space. The balance is due by August 14, 2009. Checks should be made payable to TAGT. In the event an exhibitor miscalculates the booth fees, TAGT reserves the right to charge the credit card the correct amount due.

## Cancellation Policy

All booth cancellations must be submitted to the TAGT Exhibits Manager in writing. Cancellations received by TAGT after the 15-day approval period on or before August 14, 2009, will be assessed a cancellation fee of 25% of the total booth cost. From August 15 to September 30, 50% of the total booth cost will be assessed as a cancellation fee. No refunds will be given on cancellations received on or after September 30, 2009.

## Conference Program Listing & Advertising

A 2009 Conference Program & Exhibits Guide is distributed to all registrants, which will include an alphabetical list of exhibitors. For your exhibit to be listed, please ensure that TAGT receives a signed booth contract and payment in full by September 30, 2009. Additionally, full page (8½ x 11) advertising, valued at \$600 is available to exhibitors at half price. Details will be mailed to you upon acceptance of your application.

## Accommodations

TAGT negotiates special discounted rates for exhibitors and attendees, which depend on the level of participation in prior years. Please reserve your rooms in the TAGT Hotel Block at the Hilton Americas - Houston, so that we can continue to offer the best possible rates. To make reservations early, please see the TAGT website for up-to-date information; reservation information will also be included in the Exhibitor Services Manual.

## Registration Information

Your booth must be staffed at all times during the open hours of the Exposition. You must register your exhibit personnel in advance with a registration form included in the Exhibitor Services Manual. Registrations for up to two representatives per 10' x 10' booth are included in the booth fee. Refreshments in the exhibit hall are included for all registered exhibitor personnel in the exhibitor lounge.

The official 2009 TAGT Conference badge must be worn

on the exhibit hall floor and throughout the convention center. Exhibitors are welcomed and encouraged to attend educational sessions and social functions.

## Booth Assignments

To reserve your space, review the floor plan included and call Jan Hughes at (830) 935-2694. You also may submit your contract and deposit to TAGT for booth assignment.

Receipt of the signed contract and deposit will reserve booth space, and notification of booth assignment will be mailed to you. Tentative space reservations made by telephone will be held for ten days, pending receipt of a signed contract and deposit.

TAGT reserves the right to determine if exhibits align with the professional character of the exhibition. Acknowledgement of the receipt of an application or negotiation of the appropriate deposit instrument does not constitute an acceptance of an application. In those instances when a booth space application is declined TAGT will refund the deposit in full.

Space is assigned on a first-come, first-serve basis. If booth spaces you select are taken, exhibition management reserves the right to assign the next best available space. TAGT also reserves the right to relocate an exhibitor or modify the floor plan as deemed necessary. Although not guaranteed, TAGT will make every effort not to place competitors in adjacent booths.

## Exhibit Hall Schedule

### Wednesday, December 2

8:00 AM - 4:00 PM

Exhibitor Move-In

4:00 PM - 7:00 PM

Public Open-House

### Thursday, December 3

8:00 AM - 4:30 PM

Exhibit Hall Open

### Friday, December 4

8:00 AM - 3:00 PM

Exhibit Hall Open

3:00 PM

Exhibitor Move-Out

## Corporate Partnerships

You can enhance your visibility and communicate your close connection to TAGT's membership and mission by joining our new Corporate Partnership Program. We have carefully designed this program to provide outstanding year-round opportunities to promote your brand, and to be flexible enough to fit any marketing budget. For more information about this program, contact Connie Haymes at [chaymes@txgifted.org](mailto:chaymes@txgifted.org).