



October, 2009 / Cheshvan, 5770

Dear Vendor:

The Jewish Educators Assembly's 58th Annual Conference will be held on **January 24-27, 2010** at the **Marriott Inn and Conference Center at the University of Maryland, Hyattsville, MD.** Over 150 professional Jewish educators and administrators will be attending this conference. The JEA is the professional organization of educators within the Conservative movement and includes education directors of congregational schools, heads of day schools, early childhood directors and educators from various bureaus and agencies. Our professionals spend hundreds of thousands of dollars annually on equipment, books, materials and services for their schools and agencies. *This year we have re-structured our vendor package and lowered our vendor registration fee based on your past suggestions.*

Our program is planned to maximize your exposure and traffic. On Sunday afternoon we will be holding a lay leadership institute with more than 100 in attendance. We have a concert on Sunday evening that should bring in at least another 150 people. Our honoree dinner on Tuesday evening should also draw a significant number of additional participants. While we will be out of the hotel for a good part of the day on Tuesday, we are offering a special Vendors Showcase upon our return on Tuesday afternoon giving you the chance to present a workshop as well as display your goods. For added visibility, we invite you to sponsor a part of the conference or place an ad in our Journal. Detailed information about sponsorships is enclosed.

Your success is important to the JEA and we will make every effort to promote your presence and maximize your comfort and security. Please note the following:

- The exhibit area will be set up in a large exhibition and display area immediately outside of the dining room and plenary room. All attendees must walk through this space to reach the break-out meeting rooms as well.
- There will be scheduled times and receptions for attendees to visit the exhibit booths.
- There will be a listing in the Program Journal of all vendors with contact information to enable conference participants to reach you. In addition, we will also provide you with contact information for our Conference participants.
- Please refer to the enclosed "Exhibitor's Information – Exposition Rules and Regulations" for detailed information regarding set-up and regulations.
- Our hotel offers you a number of food options. There is a Starbucks right in the exhibition area near your display. There is a modestly priced cafeteria and a full service restaurant on the premises as well. You also have the option to purchase kosher meals as part of the conference.
- If you would like to stay at the Marriott Inn and Conference Center, please make your reservations through JEA so that we may offer you our discounted Conference rate.

The exhibition area will be open for set up on Sunday, January 24, at 8:00am. The Lay Leadership meeting starts at 2:00 PM and the Conference itself opens at 3:30 PM.

Please return the enclosed form with your check as soon as possible to reserve your space at the conference. Locations will be assigned in the order in which the reservations have been received. Particularly in light of the closing of some other educational conferences, JEA offers you a prime opportunity to reach your target audience. We look forward to being your marketing partner.

With best wishes,

Sharon

Sharon Wasserberg
JEA Vendor Chair

Eddie

Edward Edelstein
Executive Director

EXHIBITOR'S INFORMATION EXPOSITION RULES AND REGULATIONS

APPLICATIONS FOR SPACE – All applications must be forwarded to: The Jewish Educators Assembly (JEA). The Conference Committee reserves the right to reject an application without prejudice in the best interests of the Conference.

RATES AND CONTRACTS – The rental fee is: **\$450.00 for 1 Exhibit Booth (2 tables). Additional tables may be purchased at a cost of \$125 each. Additional space for your own display racks may be purchased at the rate of \$100 for the space equivalent to an additional table. Non-profit schools, agencies and Jewish organizations may purchase a single table display for a cost of \$250.** \$175 is non-refundable and after January 8, 2010 no refunds will be given. Applications should be mailed to **Jewish Educators Assembly, PO Box 413, Cedarhurst, NY 11516.** A check, in full, payable to Jewish Educators Assembly must accompany the application.

EXHIBIT SPACE AND REQUIREMENTS – A service charge will apply if special electrical setup is required. No exhibit shall be set in place so as to obstruct the general view of others. Sign painting, electrical and manual labor services will be available at the hotel for a fee. Exhibitors are requested to notify JEA office of their requirements at the earliest possible date.

EXHIBITS – Exhibits are not to exceed eight feet in height. Space within two feet of the front line may not have displays higher than forty-two inches. Exposed rough work on sides of exhibits shall be properly covered. The management may consider any exception to these rules.

SHIPMENT, MOVING IN, MOVING OUT – Make all arrangements for shipments with the company of your choice. Please arrange for internal delivery. The hotel will only accept shipments as of the Wednesday prior to the Conference. Exhibit set-up to start no earlier than 8am, Sunday, January 24, 2010. **PLEASE LABEL ALL PACKAGES** – **ATT: Cheryl Wright**
UMUC Inn and Conference Center by Marriott
3501 University Blvd. East
Adelphi, MD 20783
Mark: Hold for JEA Conference.

PROTECTION OF HOTEL PROPERTY
Nothing shall be attached in any manner whatsoever to hotel walls, floors, ceilings or columns unless authorized by the hotel management.

INSURANCE AND LIABILITY – The Exhibitor's property is shown at his own risk and hazard and neither the Marriott UMUC Inn & Conference Center nor the JEA shall assume any responsibility thereof. The Exhibitor shall assume all responsibility for any losses incurred due to accident, fire, theft, or any other act beyond the control of the hotel management and the JEA. All Exhibitors shall assume full liability and shall hold the Marriott and the JEA harmless from any and all claims arising from any act or commission on the part of the Exhibitor, his/her employees or agents.

REGISTRATION AND HOTEL RESERVATIONS – All hotel room and meal reservations must be made through the JEA. Exhibitors will be entitled to special discounted room rates. A hotel room without meals may be reserved for \$125 per night.

ACKNOWLEDGEMENT OF RULES AND REGULATIONS – The exhibitor agrees to abide by all rules and regulations adopted by the conference Committee of the Jewish Educators Assembly. **PLEASE NOTE:** Any booth, which displays merchandise for sale, shall restrict itself so as not to sell any merchandise in competition with existing concessionaires located upon the premises of the Marriott UMUC Inn and Conference Center.

Jewish Educators Assembly
58th Annual Conference & Supplier's Exhibit
Sunday, Jan. 24 -Wednesday, Jan. 27, 2010 Marriott UMUC Inn, Adelphi, MD

APPLICATION FOR EXHIBIT BOOTH AND ROOMS

Last Name _____ First Name _____

Vendor Name _____

Address _____

Work Phone _____ Fax _____

E-mail _____ Website _____

I have read the "Exhibitors Information - Rules and Regulations" and agree to abide by all guidelines established by the Conference Committee and the Hotel, and I wish to reserve and contract for

(#) _____ Exhibit Booth (s) @ \$450.00 per 2-table booth.

(#) _____ Non-profit Organization Exhibit Booth at \$250 per 1-table booth.

(#) _____ Additional Tables @ \$125.00 per table.

(#) _____ Additional Space @ \$100.00 for the equivalent space of an additional table.

I will need the following special equipment _____

This contract must be accompanied by your check in full. Exhibition space will be allocated on a first-come first-served basis. The best available booth will be allocated at the time of receipt of contract.

TOTAL FOR EXHIBIT BOOTH(S): \$ _____

ROOM REQUESTS AND FEES:

Please reserve _____ rooms for me at the Marriott UMUC Inn for _____ nights.

Arrival Date: ____/____/____ Departure Date ____/____/____.

The room rate per night is \$125 for single occupancy or \$62.50 for double occupancy.

TOTAL FOR HOTEL ROOM(S): \$ _____

MEALS:

There is a Starbucks, a cafeteria and a full-service restaurant, all within the conference facility.

If you would like to order kosher meals with the conference, please check off as below:

SUNDAY (#) _____ Dinner @ \$85

MONDAY (#) _____ Breakfast @ \$45 (#) _____ Lunch @ \$45 (#) _____ Dinner @ \$85

TUESDAY (#) _____ Breakfast @ \$45 (#) _____ Box Lunch @ \$25 (#) _____ Dinner @ \$125

WEDNESDAY (#) _____ Brunch @ \$55

TOTAL FOR MEALS \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

JOURNAL AD BOOK We will once again be printing a Program Journal and Ad Book to be distributed at the Conference. Under separate cover, you will soon be receiving information on placing an ad.

CONFERENCE SPONSORSHIPS We have put together a varied package of sponsorship opportunities for the conference. Sponsoring a meal, a workshop or a speaker provides an additional means of putting your name, merchandise and/or services before our educators. Please see the enclosed packet for more details on sponsoring a part of the conference.

**Please return this form by DECEMBER 18, 2009 with a check made payable to the JEWISH
EDUCATORS ASSEMBLY, and mail to: JEA, PO Box 413, Cedarhurst, NY 11516
Tel: 516 569-2537 - Email: Jewisheducators@Jewisheducators.org**