

# NASP 2016

## ANNUAL CONVENTION

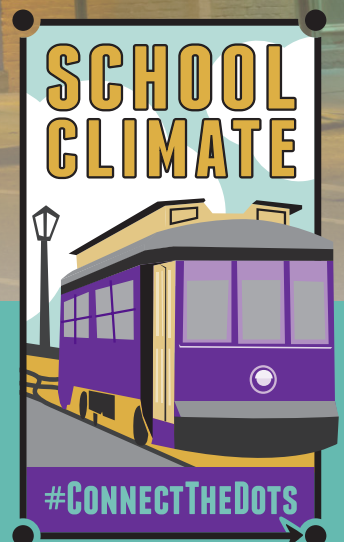
February 10-13, 2016 • New Orleans, LA  
New Orleans Marriott

[WWW.NASPONLINE.ORG/NASP16](http://WWW.NASPONLINE.ORG/NASP16)



**NASP**   
NATIONAL ASSOCIATION OF  
School Psychologists

## EXHIBITOR PROSPECTUS



# NASP 2016

## ANNUAL CONVENTION PRELIMINARY SCHEDULE

(Dates/times subject to change)

### WEDNESDAY, FEBRUARY 10, 2016

|                     |                               |
|---------------------|-------------------------------|
| 7:00 a.m.–7:00 p.m. | <b>Exhibitor Registration</b> |
| 9:00 a.m.–5:50 p.m. | Educational Sessions          |
| 9:00 a.m.–4:30 p.m. | NASP Convention Workshops     |
| 2:00–6:00 p.m.      | <b>Exhibitor Move-In</b>      |

### THURSDAY, FEBRUARY 11, 2016

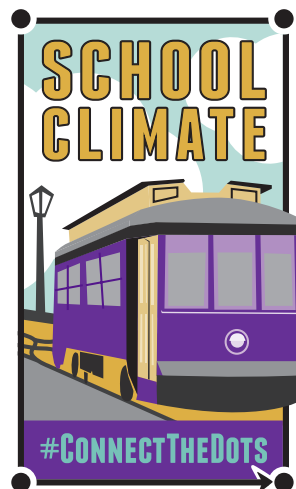
|                       |                               |
|-----------------------|-------------------------------|
| 7:00–11:30 a.m.       | <b>Exhibitor Move-In</b>      |
| 7:00 a.m.–5:00 p.m.   | <b>Exhibitor Registration</b> |
| 7:30–10:30 a.m.       | NASP Convention Workshops     |
| 8:00–10:20 a.m.       | Educational Sessions          |
| 11:00 a.m.–12:30 p.m. | Opening General Session       |
| 12:30–6:30 p.m.       | <b>Exhibit Hall Open</b>      |
| 2:30–5:20 p.m.        | Educational Sessions          |
| 2:30–5:30 p.m.        | NASP Convention Workshops     |

### FRIDAY, FEBRUARY 12, 2016

|                     |                               |
|---------------------|-------------------------------|
| 7:00 a.m.–5:00 p.m. | <b>Exhibitor Registration</b> |
| 8:00 a.m.–5:50 p.m. | Educational Sessions          |
| 9:00 a.m.–4:30 p.m. | NASP Convention Workshops     |
| 9:00 a.m.–5:00 p.m. | <b>Exhibit Hall Open</b>      |

### SATURDAY, FEBRUARY 13, 2016

|                      |                               |
|----------------------|-------------------------------|
| 7:00 a.m.–12:00 p.m. | <b>Exhibitor Registration</b> |
| 8:00 a.m.–12:00 p.m. | Educational Sessions          |
| 9:00 a.m.–12:00 p.m. | NASP Convention Workshops     |
| 9:00 a.m.–1:00 p.m.  | <b>Exhibit Hall Open</b>      |
| 1:00–8:00 p.m.       | <b>Exhibitor Tear-Down</b>    |



# NASP 2016 ANNUAL CONVENTION

February 10–13, 2016

New Orleans Marriott • 555 Canal Street  
New Orleans, LA 70130 • 504-581-1000

Join us in New Orleans, LA for the National Association of School Psychologists (NASP) 2016 Annual Convention. As an exhibitor, you will be part of the largest annual gathering of school psychologists and related professionals in the world. The 2016 convention will include more than 1,000 educational presentations and special events related to education and mental health issues affecting children and youth. Reach nearly 6,000 convention attendees focused on learning about the latest and most effective products, services, training, and best practices to improve their skills.

**NASP conventions are the best place to connect and interact face-to-face with your audience of purchasing influencers and decision makers. Strengthen your relationships with current and new customers—pupil-services personnel who are:**

- Practitioners
- Trainers
- Administrators
- Consultants
- Researchers
- Graduate students

**School psychologists serve on the front lines of education's biggest challenges today and rely on the most innovative, up-to-date products, publications, and services dealing with:**

- Prevention and intervention
- Assessment
- School safety
- Special needs
- Academic interventions
- Crisis response
- Mental health
- Depression and suicide prevention
- Learning and teaching skills
- Parenting and family life
- Home-school collaboration
- Substance abuse
- Tolerance and integration
- Cultural and linguistic diversity
- Research and grant writing
- Administration and management

# THE BIG EASY

Experience the rich heritage of New Orleans, the “Crescent City,” and celebrate the blend of cultures, history, tradition, and charm of this gracious southern destination. The birthplace of jazz, New Orleans offers a melting pot of musical inspirations and innovations in the intimate clubs that permeate the streets as well as in the concert halls and festivals.

Known for gracious and charming service, the city continues to offer exceptional and diverse culinary experiences, from the famed classic French, Italian, and Spanish restaurants to unique versions of New Orleans fusion and signature Cajun and Creole cooking. And don’t forget the amazing aspects of the historic

architecture, from the grandiose homes in the Garden District to the townhouses and quaint hotels of the French Quarter, Uptown, and Algiers—you’ll have plenty to see and do on foot or on tour.

Just steps away from the convention hotels, you’ll find the French Quarter, the Aquarium of the Americas, world famous streetcars, beignets, the Ogden Museum of Southern Art, and much more. Come early and celebrate Mardi Gras! NASP has secured discounted hotel room rates available beginning on Saturday, February 6, so that you can come in a day or two early for the Mardi Gras parades and festivities.



## OFFICIAL NASP CONVENTION HOTELS

The NASP 2016 Exposition will be held in the Grand Ballroom at the New Orleans Marriott. NASP has secured sleeping room blocks in New Orleans Marriott and Sheraton New Orleans (headquarters hotels), which are located directly across the street from each other. Exhibitors are eligible for the special discounted NASP convention rates in both hotels (\$209 single/double occupancy, plus \$14.75 tax and \$3 occupancy fee per night). Housing will open on October 1, 2015, and rooms will be available on a first-come, first-served basis. *Please note that, like attendees, exhibitors must register for the convention before gaining access to NASP’s specially discounted sleeping rooms, which will be made available through the NASP Housing Center only. This will help ensure the availability of hotel rooms for all registered*

convention exhibitors and attendees. Individuals who make reservations directly through the hotel will not be entitled to NASP’s discounted rates. *NASP will send full housing information to exhibit companies following the receipt of a completed Exhibit Space Application/Contract and full payment.*

## GETTING THERE IS EASY

The Louis Armstrong International Airport is convenient; just 15 miles from the Central Business District and French Quarter, whether you go by bus, shuttle, taxi, or limousine. The Louis Armstrong International Airport offers direct and nonstop service to more than 100 cities on 17 domestic and international airlines. If you travel by bus or AMTRAK train, Union Terminal also is centrally located and served by RTA buses, taxis, and limos.

## BOOTH RENTAL RATES

(The Exhibit Hall has a 22-foot high ceiling.)

### Booth Rental Fees\*

|                          |          |
|--------------------------|----------|
| 10' x 10' Standard ..... | \$1,350  |
| 10' x 10' Premium .....  | \$1,500  |
| 20' x 20' Premium.....   | \$5,800  |
| 20' x 40' Premium .....  | \$15,000 |

\*See color-coded floor plan "Key."

A limited number of booths may be made available at a special nonprofit rate after January 1, 2016. (Requires proof of nonprofit status; complimentary registrations are not included.)

### Booth rental fees include:

- 8' back drapes (purple, gold, and green) and 4' side rail drapes (purple)
- Carpeted Exhibit Hall (large, multicolor pattern)
- One 7" x 44" ID sign (including booth number, organization name, city, and state)
- One 6' draped table
- Two chairs
- Electronic Exhibitor Service Kit
- In-hall security between exhibit hours
- Four booth support passes per 10' x 10' booth (*maximum of 10 booth support passes per organization*)
- Two complimentary convention registrations per exhibiting organization, plus one additional comp registration for every additional 10' x 10' booth purchased beyond the first (*maximum of four complimentary registrations per organization*)
- One copy of the Preliminary and Final Programs
- Inclusion in Exhibit Hall Handbook with booth number and company description
- Access to Exhibitor Lounge with daily beverage service (*location/hours provided on site*)

### Items not included in the exhibit fee:

- Installation/dismantling services
- Materials handling
- Storage
- Additional furniture rental
- Electrical/Internet service
- Booth cleaning
- Convention attendee list

### Recruiters Row

Each year, a number of recruiters participate in the NASP Exhibition. Again this year, some such organizations will be located in the "Recruiters Row" section of the hall. Others will be scattered throughout the Exhibit Hall. Exhibitors who would like their booths to be located within the Recruiters Row section of the hall should so indicate on the Exhibit Space Application/Contract.

For additional information about booth assignments or nonprofit rates, please e-mail Exhibits Coordinator Mike Forcade at [mcforcade@gmail.com](mailto:mcforcade@gmail.com).

## TAKE-ONE TABLE

For organizations that cannot exhibit at the convention, Take-One Table space can be rented for distribution of informational materials. *All materials must be approved in advance by NASP. To receive approval to display your material, please send one copy of each item you wish to display with your completed application.*

- Pamphlets, brochures, cards, leaflets, magazines, and similar material will be displayed prominently so that attendees visiting the exhibit area can help themselves. A minimum of 1,000 copies of each piece should be furnished. Unfortunately, unused materials cannot be returned after the convention.
- NASP staff will set up the display and replenish materials regularly.
- Associates of organizations that rent Take-One Table space will have no Exhibit Hall privileges; Exhibit Hall access will be available to registered convention attendees and exhibitors who rent exhibit booth space only.

### Take-One Table Fee: \$200

Material shipping instructions will be sent to Take-One Table participants by January 9, 2016. For further information, please call Marcia Harvey, 301-347-1667, or e-mail her at [mharvey@naspweb.org](mailto:mharvey@naspweb.org).

## GENERAL SERVICE CONTRACTOR/ EXHIBITOR SERVICE KIT

Approximately 2 months prior to the convention, Levy Exposition Services, Inc., the official General Service Contractor for the NASP 2016 Annual Convention, will provide a complete Exhibitor Service Kit for all organizations that contract with NASP to exhibit in New Orleans, LA. If there are questions for the decorator in the meantime, please call Chuck Premone, 206-419-9506, or e-mail him at [cpremone@levyexpo.com](mailto:cpremone@levyexpo.com).

## REGISTRATION

Four booth support passes will be provided per 10' x 10' booth (*maximum of 10 passes total per organization*). Booth support passes do not include participation in educational sessions or other convention events held outside of the Exhibit Hall. However, individuals possessing these passes may register for the convention at the discounted NASP member registration rates.

Each full paying exhibiting organization will receive two complimentary convention registrations for the first 10' x 10' booth purchased and one additional registration per additional booth (*maximum of four complimentary registrations total per organization for multiple booths*).

### Convention Registration Fees

The convention **registration fee includes** admission to the keynote address, all featured and special sessions, and more than **1,000 reviewed presentations** (mini-skills, papers, practitioner conversations, posters, and symposia). Listings of these sessions will be available on the NASP website by mid-January 2016. Additional fees are required for optional NASP Convention Workshops and Documented Sessions (for all of which registration is required and seating is guaranteed), certain special events, and session recording packages, as indicated on the registration form.

### Member/Exhibitor

|                                                      |       |
|------------------------------------------------------|-------|
| <b>Early</b><br>(Available through 11/11/15)         | \$239 |
| <b>Preconvention</b><br>(Available 11/12/15-1/13/16) | \$259 |
| <b>Full</b><br>(Available after 1/13/16 & on site)   | \$289 |

### NASP Convention Workshop Fees

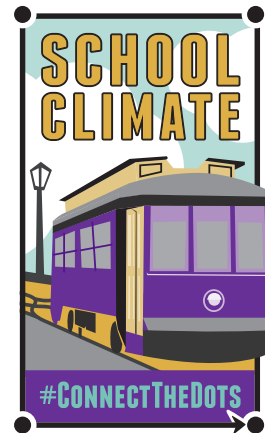
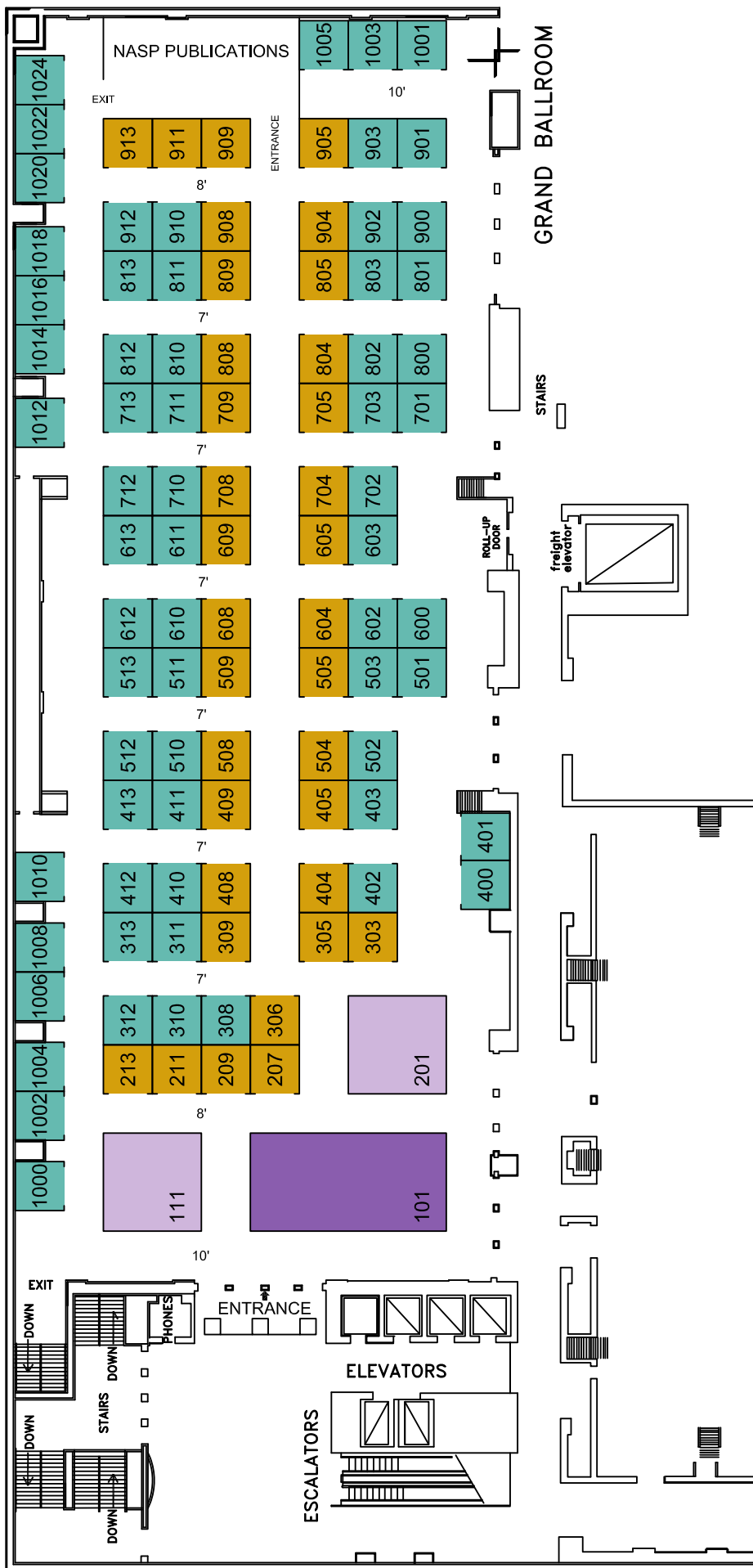
(Available with payment of convention registration fee only. Workshop fee includes an entrance ticket and guaranteed seat, on a first-come, first-served basis.)

### Member/Exhibitor

|                                   |       |
|-----------------------------------|-------|
| <b>Half-Day</b>                   | \$90  |
| <b>Full-Day</b>                   | \$120 |
| <b>Two-Day Intensive Workshop</b> | \$175 |

There is a \$25 fee for Exhibit Hall personnel above the comp allotments. That fee is for access to the Exhibit Hall only and does not permit these individuals to attend any educational sessions.

NASP will send complete exhibitor registration information to exhibit companies following the receipt of a completed Exhibit Space Application Contract with full payment.



## NASP 2016 ANNUAL CONVENTION

February 10-13, 2016

## Exhibit Hall Floor Plan

### BOOTH PRICING KEY

- 10' x 10' Standard: \$1,350
- 10' x 10' Premium: \$1,500
- 20' x 20' Premium: \$5,800
- 20' x 40' Premium: \$15,000

## CONVENTION ATTENDEE LIST RENTAL

NASP's convention preregistrant mailing list rental is available for one-time use by NASP convention exhibitors only for \$600. Specific fields or random portions of the list can be identified/rented. Electronic files will be processed in zip code order, unless otherwise specified. A sample of the proposed mailing is required in advance, and NASP reserves the right to deny rental of its list based on material content or appearance. All orders will be e-mailed, unless otherwise specified. Please allow 10 days for delivery of preregistrant lists. **For more information about renting NASP convention preregistrant lists, please call Infocus Marketing, Inc., 800-708-LIST.**

## RULES AND REGULATIONS

*These regulations are fully incorporated as part of the contract between the exhibiting organization and the National Association of School Psychologists:*

### SPACE APPLICATIONS/CONTRACTS AND BOOTH ASSIGNMENTS

NASP will accept Exhibit Space Applications/Contracts for priority booth assignment through **October 1, 2015**. Exhibitors will be given priority points for exhibiting in past NASP conventions (1999-2015) and will earn one point for each year exhibiting and two additional points each year for each booth purchased. Additional points also will be awarded for advertisers and sponsors.

All organizations returning completed Exhibit Space Applications/Contracts by **October 1, 2015**, will be assigned booth space based on their priority point total, from highest to lowest. In the case of a tie, sponsors will be given priority. All organizations returning completed contracts after **October 1, 2015**, will be assigned booth space on a first-come, first-served, space-available basis after the priority applications are processed. Please complete and return your form, including your 1st-4th location preferences, as soon as possible to be included in the first round of priority booth assignments.

**To access and download the NASP 2016 Annual Convention Exhibit Space Application/Contract, visit the [convention section of the NASP website](#).**

**Please mail your completed Exhibit Space Application/Contract and your Visa/MasterCard number and expiration date, check, or money order to: NASP 2016 Convention, P.O. Box 79469, Baltimore, MD 21279-0469. Please note that NASP is unable to accept purchase orders and that overnight deliveries cannot be accepted at the post office box listed above.**

### CANCELLATION AND REFUNDS

**All exhibit organizations canceling space will be charged a \$100 processing fee, and no refunds will be issued for exhibit space cancellations received after December 1, 2015.** In the event of cancellation due to acts of God, fire, strike, government regulations, or other causes beyond the control of the parties to the agreement, NASP will refund that portion of exhibitor fees that it deems consistent with the expenditures and commitments already made.

### ELIGIBILITY

All products, services, and employment opportunities exhibited at the NASP convention shall be directly related to the NASP mission to enhance the mental health and educational competence of children and must be of professional or educational benefit or interest to convention participants. NASP reserves the right to determine the eligibility of prospective exhibitors for inclusion in its exposition. Eligibility will be determined following receipt of an Exhibit Space Application/Contract (description must be included) and prior to booth assignment.

### BOOTH DEFINITIONS AND DISPLAY RULES

**Linear Booth (In-Line Booth):** Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line.

**Rules for Linear Booths:** A maximum height of 8' is allowed within the back five feet of the booth space only; a 4' height restriction is imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth.)

**Corner Booth:** A Corner Booth is a Linear Booth exposed to aisles on two sides. All rules above for Linear Booths apply to Corner Booths.

**Perimeter Booth:** A Perimeter Booth is a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

**Rules for Perimeter Booths:** All guidelines for Linear Booths apply to Perimeter Booths, as well.

**Peninsula Booth:** A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths.

**Rules for Peninsula Booths:** A Peninsula Booth is usually a combination of four or more 10' x 10' booths. Because a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4' high within 5' of each aisle and the back wall, permitting adequate line of sight for the adjoining Linear Booths. Eight feet (8') is the maximum height allowance, including signage for the center portion of the back wall.

**Island Booth:** An Island Booth is any size booth exposed to aisles on all four sides.

**Rules for Island Booths:** An Island Booth usually is a combination of four or more 10' x 10' booths, although it may be configured differently. The entire cubic content of the space may be used.

### GUIDELINES FOR ALL BOOTH SIZES

**Depth:** All display fixtures over 4' in height and placed within 10' of an adjoining exhibit booth must be confined to that area of the exhibitor's space which is within 5' of the back line.

**Height:** The Atlantic Hall B and C ceiling height is 22'. See the paragraph above for limitations on placement of exhibit booth components.

**Side Walls:** Side walls cannot exceed 4' in height, except for the area which is within 5' of the back wall.

**General Guidelines:** Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. *No booth may obstruct exhibition attendees' views of adjacent booths from any angle.* Booth activities that cause attendees to congregate in the aisles and impede or restrict traffic are forbidden. All displays, signs, flyers, distribution of literature and souvenirs, entertainment, or any other activities must take place inside the contracted booth space only. No exhibitor shall sublet, assign, or share any part of the space allocated to his or her organization without prior written consent from NASP. NASP reserves the right to reject or require on-site modification of any display or demonstration that, in NASP's sole discretion, is not in keeping with the character of the NASP exhibition or is in violation of the "good neighbor" policies described above. Exhibit booths may not include structures that stretch into or across Exhibit Hall aisles. Exhibits including audio or video devices must be conducted or arranged so that no noise will disturb adjacent exhibitors or attendees. NASP reserves the right to prohibit the use of amplifying devices that it considers objectionable.

### SET-UP AND DISMANTLE

Levy Exposition Services, Inc., the official NASP General Service Contractor, will furnish, erect, and dismantle the exhibit area as part of this contract. All shipments of exhibit materials must be made through drayage to the General Service Contractor, according to the stipulations provided by NASP, and all related shipping costs will be charged to the exhibitor. Exhibitors using service contractors other than those designated by NASP must obtain approval in advance from NASP. A written request must be presented by the exhibitor or the contractor, at least 30 days in advance of exhibit set-up and must include the name and address of the contractor, name of the on-site supervisor in attendance, a certificate of insurance, and a statement that the contractor will comply with all rules and regulations of the NASP exhibition.

**Each exhibit must be open and staffed during all official show hours!** Exhibiting organizations that do not adhere to this NASP policy will have one booth assignment priority point deducted for the following year's convention or may be excluded from the following year's show altogether. There will be no exceptions to this NASP exhibition policy.

### LIABILITY AND INSURANCE

The exhibitor agrees to adhere to and be bound by all applicable fire, utility, and building-code regulations at the exhibition premises. The exhibitor also agrees to the contract and terms between the hotel (managers and owners), NASP, and other parties related to the exhibition. The exhibitor shall not deface or damage the hotel property or exhibit area in any way.

The exhibitor shall be fully responsible to pay for any and all damages to property owned by the hotel, its owners, or managers, which result from any act or omission of the exhibitor. The hotel shall not be responsible or liable for any loss, damage, or claims arising out of exhibitor's activities on the hotel's premises except for any claims, losses, or damages arising directly from the hotel's own negligence.

The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save the Hotel, its owners, its operator, New Orleans Marriott, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

The Hotel, its owners, its operator, and New Orleans Marriott shall be included in such policies as additional named insured. In addition, the exhibitor acknowledges that neither the Hotel, its owners, its operator, nor New Orleans Marriott maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.

### ADMISSION TO EXHIBIT HALL

Security will be posted at the hall entrance, and only exhibitors with badges will be admitted during exhibitor set-up or exhibition hours. Exhibitors with badges can be admitted to the Exhibit Hall 1 hour before the exhibition opens each day.

No pets or animals shall be permitted in the Exhibit Hall, with the exception of service or guide dogs for persons with disabilities.

Children are allowed in the Exhibit Hall under the strict supervision of adults only. Children are not permitted in the Exhibit Hall during any set-up or dismantle hours. This NASP policy will be strictly enforced.

Unethical conduct or infraction of the rules on the part of an exhibitor, his or her representatives, or both will subject the exhibitor, his or her representative, or both to be dismissed from the Exhibit Hall. In this event, it is agreed that no refund shall be made by NASP, and that no demand for redress will be made by the exhibitor or his or her representatives. Disregard for any rules stated herein is considered just reason for NASP to prohibit an exhibitor from attending future NASP conventions or to deduct priority points for future booth assignments.

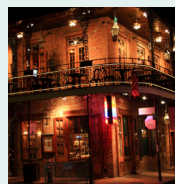
**Questions regarding these policies should be directed to NASP Director of Meetings and Conventions Glenn Reighart via phone at 301-347-1666, or via e-mail to [greighart@naspweb.org](mailto:greighart@naspweb.org).**

## CONVENTION ADVERTISING

Enhance your convention presence and earn exhibit booth assignment priority points! Create interest in your exhibit before and during the convention and double the impact of your exhibit. Advertising is a great way to highlight your specific Exhibit Hall location, products, and services. Or, if you cannot exhibit, you still can reach the full audience of thousands of school psychologists and allied professionals throughout the United States and 25 foreign countries who read the publications highlighted below. This group represents approximately 75% of the active portion of the school psychologist market! Your ad becomes a permanent, visible reminder of your organization long after the convention is over.

NASP's annual convention is the largest meeting of school psychologists in the world. The 2015 convention held in Orlando, FL was a huge success, with more

than 4,600 attendees. Whether you plan to exhibit or not, advertising in the *Preliminary* and/or *Final Program(s)* is an excellent, cost-effective way to get your message out to thousands of school psychologists when they are most focused on opportunities to improve their professional development. The *Preliminary Program* is mailed to more than 25,000 potential attendees. It highlights the educational sessions, workshops, keynote speakers, meetings, and special events offered during the 4-day convention. The *Final Program* is distributed on site. Attendees rely on the in-depth coverage of schedules, educational sessions, activities, and presenters provided in this indispensable convention guidebook.



# SAVE 10%

Advertise in both programs and receive a 10% discount off each ad. No additional discounts apply.

## ADVERTISING RATES

| Unit                                                | PRELIMINARY PROGRAM |                                                                                                    | FINAL PROGRAM |                                                                                                    |
|-----------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------------------------------------|
|                                                     | Rates               | Dimensions (w x h)                                                                                 | Rates         | Dimensions (w x h)                                                                                 |
| <b>Back Covers</b> (4-color only)                   | \$2,500             | 8 <sup>3</sup> / <sub>4</sub> " x 7 <sup>5</sup> / <sub>8</sub> " (Bleeds)                         | \$1,900       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        |
| <b>Inside Cover</b> (4-color only)                  | \$2,100             | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        | \$1,700       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        |
| <b>Page Facing Inside Back Cover</b> (4-color only) | \$1,900             | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        | \$1,400       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        |
| <b>Full Page</b> (B/W)                              | \$1,250             | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)<br>7" x 10" (Nonbleed) | \$1,200       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)<br>7" x 10" (Nonbleed) |
| <b>1/2 Vertical</b> (B/W)                           | \$900               | 3 <sup>1</sup> / <sub>4</sub> " x 10" (Nonbleed)                                                   | \$850         | 3 <sup>1</sup> / <sub>4</sub> " x 10" (Nonbleed)                                                   |
| <b>1/2 Horizontal</b> (B/W)                         | \$900               | 7" x 5" (Nonbleed)                                                                                 | \$850         | 7" x 5" (Nonbleed)                                                                                 |
| <b>1/4 Vertical</b> (B/W)                           | \$600               | 3 <sup>1</sup> / <sub>4</sub> " x 5" (Nonbleed)                                                    | \$550         | 3 <sup>1</sup> / <sub>4</sub> " x 5" (Nonbleed)                                                    |

Contact [advertising@nasppweb.org](mailto:advertising@nasppweb.org) to discuss additional pricing options.

## ART

Only electronic files will be accepted. Upload artwork to [ftp.naspprod.org](ftp://ftp.naspprod.org) (username: naspprodads, password: nasppads0607) and place in the "CONVENTION" folder. Submit a full-size, color accurate proof to NASP by the art due deadline (a \$35 charge will be billed if a proof is not received).

- Press Optimized PDFs
- Illustrator EPS files with all fonts saved as curves/outlines

|                    | PRELIMINARY PROGRAM                               | FINAL PROGRAM                                     |
|--------------------|---------------------------------------------------|---------------------------------------------------|
| <b>Binding</b>     | Saddle-Stitched                                   | Perfect Bound                                     |
| <b>Trim Size</b>   | 8 <sup>1</sup> / <sub>2</sub> " x 11"             | 8 <sup>1</sup> / <sub>2</sub> " x 11"             |
| <b>Bleed</b>       | Full-Bleed                                        | Full-Bleed                                        |
| <b>Color</b>       | 4-color process covers with black only interiors. | 4-color process covers with black only interiors. |
| <b>Line Screen</b> | 133 Line                                          | 133 Line                                          |

**Note:** Advertisers will be billed for any modifications or file manipulation required to meet print specifications. NASP will not accept nor be held accountable for any ads created in nongraphics programs such as MS Word or PowerPoint. **Safety Margins:** Only full-page ads may bleed. The dimensions listed above for bleed ads include a 1/8" bleed on all four sides. Live area for copy is 7" x 10". NASP reserves the right to crop up to 1/8" from either side of any bleed page to compensate for variation in trim page size.

## DEADLINES

### Preliminary Program

**Insertion Order Due:** Wednesday, July 1, 2015

**Art Due:** Wednesday, July 8, 2015

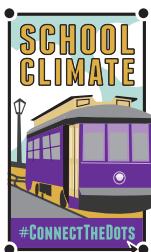
**Cancellations:** Wednesday, July 15, 2015

### Final Program

**Insertion Order Due:** Monday, November 30, 2015

**Art Due:** Tuesday, December 8, 2015

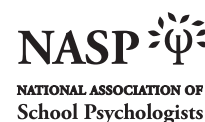
**Cancellations:** Tuesday, December 15, 2015



# Exhibit Space Application/Contract

## NASP 2016 ANNUAL CONVENTION

February 10-13, 2016 • New Orleans Marriott • New Orleans, LA



PLEASE PRINT CLEARLY OR TYPE ALL INFORMATION. Keep a copy of this form for your records. Fed. Tax ID No. \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### EXHIBIT BOOTH(S)

**Complimentary Convention Registrations:** (Excluding exhibitors who qualify for reduced nonprofit rates.) Exhibiting organizations will receive two complimentary convention registrations for on-site representatives, plus one additional complimentary registration for every additional 10' x 10' booth purchased with a maximum of four total. Registration information will be provided in your booth confirmation letter. See Exhibitor Prospectus for further information.

**Booth Support:** Exhibiting organizations will receive four booth support passes per booth (limit of 10 per company). Details on obtaining booth support passes will be mailed to confirmed exhibitors.

**Description of Product/Services:** For inclusion in Exhibit Hall Handbook distributed on site. **25 word limit.** Please e-mail description immediately to Marcia Harvey at [mharvey@naspweb.org](mailto:mharvey@naspweb.org). Description also must be submitted with contract. **There can be no exceptions.**

List booth number choices: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

5th \_\_\_\_\_ 6th \_\_\_\_\_

10' x 10' Standard Booth(s) @ \$1,350/booth \$ \_\_\_\_\_ 10' x 10' Premium Booth(s) @ \$1,500/booth \$ \_\_\_\_\_

20' x 20' Island Booth @ \$5,800 \$ \_\_\_\_\_ 20' x 40' Island Booth @ \$15,000 \$ \_\_\_\_\_

**Booth Total \$** \_\_\_\_\_

No refunds on exhibit space after December 1, 2015

☐ I would like my booth to be incorporated within the Recruiters Row sections of the Exhibit Hall, if possible.

**TAKE-ONE TABLES** @ \$200/item \$ \_\_\_\_\_ (One copy of materials must be submitted with this application.) **Take-One Total \$** \_\_\_\_\_

### SPONSORSHIPS

Please indicate whether you would like to be called to discuss sponsorship opportunities and the benefits available to sponsors. ☐ Yes ☐ No

This contract for the above listed activities in conjunction with the NASP 2016 Annual Convention constitutes the applicant's agreement to abide by the guidelines and regulations included on this form and in the Exhibitor Prospectus.

Authorized Cardholder's Signature \_\_\_\_\_

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

For information about booth assignments, please e-mail Exhibits Coordinator Mike Forcade at [mcforgade@gmail.com](mailto:mcforgade@gmail.com).

Payment may be made by VISA/MasterCard, check, or money order. Checks and money orders must be drawn on a U.S. bank, in U.S. dollars and made payable to "NASP." Please mail your completed contract and your VISA/MasterCard number and expiration date, check, or money order via the U.S. Postal Service to: NASP 2015 Convention, P.O. Box 79469, Baltimore, MD 21279-0469. FedEx, UPS, etc. are not accepted at P.O. Boxes.

Please note that NASP is unable to accept purchase orders.

**BOOTH TOTAL** \$ \_\_\_\_\_

**TAKE-ONE TABLE TOTAL** \$ \_\_\_\_\_

**CONTRACT TOTAL** \$ \_\_\_\_\_

(Payment in full due with contract.)

**State Sales & Use Tax ID#** \_\_\_\_\_

**City Tax ID#** \_\_\_\_\_

**Check Number** \_\_\_\_\_ **Check Date** \_\_\_\_\_

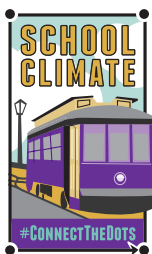
**Credit Card Number** \_\_\_\_\_

☐ VISA or ☐ MasterCard **Exp. Date** \_\_\_\_\_

**Name as it appears on credit card** \_\_\_\_\_

**\$100 cancellation processing fee.**

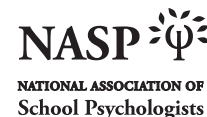
**No refunds for cancellations on exhibit space rental after December 1, 2015.**



# Advertising Insertion Order/Contract

## NASP 2016 ANNUAL CONVENTION

February 10-13, 2016 • New Orleans Marriott • New Orleans, LA



### Get the Most Out of the NASP Convention—Advertise in the NASP Preliminary & Final Programs

To reserve your advertising space, please review the details below and complete and submit this form. Please keep a copy for your records. Remember, you earn priority points for booth assignment when you advertise!

### ADVERTISING RATES

| Unit                                         | PRELIMINARY PROGRAM |                                                                                                    | FINAL PROGRAM |                                                                                                    |
|----------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------------------------------------|
|                                              | Rates               | Dimensions (w x h)                                                                                 | Rates         | Dimensions (w x h)                                                                                 |
| Back Covers (4-color only)                   | \$2,500             | 8 <sup>3</sup> / <sub>4</sub> " x 7 <sup>5</sup> / <sub>8</sub> " (Bleeds)                         | \$1,900       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        |
| Inside Cover (4-color only)                  | \$2,100             | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        | \$1,700       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        |
| Page Facing Inside Back Cover (4-color only) | \$1,900             | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        | \$1,400       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)                        |
| Full Page (B/W)                              | \$1,250             | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)<br>7" x 10" (Nonbleed) | \$1,200       | 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> " (Bleeds)<br>7" x 10" (Nonbleed) |
| 1/2 Vertical (B/W)                           | \$900               | 3 <sup>1</sup> / <sub>4</sub> " x 10" (Nonbleed)                                                   | \$850         | 3 <sup>1</sup> / <sub>4</sub> " x 10" (Nonbleed)                                                   |
| 1/2 Horizontal (B/W)                         | \$900               | 7" x 5" (Nonbleed)                                                                                 | \$850         | 7" x 5" (Nonbleed)                                                                                 |
| 1/4 Vertical (B/W)                           | \$600               | 3 <sup>1</sup> / <sub>4</sub> " x 5" (Nonbleed)                                                    | \$550         | 3 <sup>1</sup> / <sub>4</sub> " x 5" (Nonbleed)                                                    |

Contact [advertising@naspweb.org](mailto:advertising@naspweb.org) to discuss additional pricing options.

### Advertising Specifications

Only electronic files will be accepted. Upload artwork to [ftp.naspprod.org](http://ftp.naspprod.org) (username: naspprodads, password: nasps0607) and place in the "CONVENTION" folder. Submit a full-size, color accurate proof to NASP by the art due deadline (a \$35 charge will be billed if a proof is not received).

- Press Optimized PDFs
- Illustrator EPS files with all fonts saved as curves/outlines

**Note:** Advertisers will be billed for any modifications or file manipulation required to meet print specifications. NASP will not accept and will not be held accountable for any ads created in nongraphics programs such as MS Word or PowerPoint.

**Safety Margins:** Only full-page ads may bleed. The dimensions listed above for bleed ads include a 1/8" bleed on all four sides. Live area for

copy is 7" x 10". NASP reserves the right to crop up to 1/8" from either side of any bleed page to compensate for variation in trim page size.

### Advertising Guidelines

All copy is subject to NASP approval. NASP reserves the right to edit or refuse ad materials that are determined unsuitable. Because of our commitment to diversity, nondiscrimination, and good taste, NASP prohibits discrimination of any kind within its publications.

*Publication of an advertisement does not constitute endorsement or approval of a book, publication, point of view, standard of service, or opinion presented therein, and NASP reserves the right to add the word "advertisement" to copy that resembles editorial matter.*

**Please confirm position availability prior to submitting your insertion order with the advertising department at 301-347-1663, or [advertising@naspweb.org](mailto:advertising@naspweb.org).**

The contract below constitutes the applicant's agreement to abide by the guidelines and regulations included in the Exhibitor Prospectus.

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Title \_\_\_\_\_ E-mail \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_  
 Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Insertion Order Due:

### Artwork Due:

**Note:** Cancellations must be received and confirmed by July 15, 2015, for the Preliminary Program and December 15, 2015, for the Final Program.

|              | Preliminary Program | Final Program     |
|--------------|---------------------|-------------------|
| July 1, 2015 |                     | November 30, 2015 |
| July 8, 2015 |                     | December 8, 2015  |

Please submit completed insertion order to: Advertising Department, National Association of School Psychologists, 4340 East West Highway, Suite 402, Bethesda, MD 20814. Advertisers will be invoiced for their ads approximately 1 week following the artwork due date. The 10% off discount for advertising in both convention programs will be applied to each ad and will appear on the Final Program invoice. No other discounts apply.

Please indicate the publication(s) in which your ad(s) should appear, the size, the cover position (if applicable), the rate, and ad description of advertising space you would like to reserve.

|                       | Ad Size | Cover Position | Rate  |
|-----------------------|---------|----------------|-------|
| <b>Preliminary</b>    | _____   | _____          | _____ |
| <b>Ad Description</b> | _____   |                |       |
| <b>Preliminary</b>    | _____   | _____          | _____ |
| <b>Ad Description</b> | _____   |                |       |
| <b>Final</b>          | _____   | _____          | _____ |
| <b>Ad Description</b> | _____   |                |       |
| <b>Final</b>          | _____   | _____          | _____ |
| <b>Ad Description</b> | _____   |                |       |

**SUBTOTAL \$** \_\_\_\_\_

**10% DISCOUNT \$ (** \_\_\_\_\_ **)**

(if advertising in both programs; discount is applied to the Final Program invoice)

**ADVERTISING TOTAL \$** \_\_\_\_\_

## Join us to exhibit at the NASP 2016 Annual Convention, and you will be in good company. Organizations that have exhibited with NASP in recent years include:

4parents.gov  
Academic Therapy Publications  
Alliant International University  
All Kinds of Minds  
American Association of Suicidology  
American Professional Agency, Inc.  
American Psychological Association/  
Division 16  
Amplify  
Anchorage School District  
Apperson  
Ardor Health Solutions  
Art With Heart  
ASEBA-Achenbach System of Empirically  
Based Assessment  
Assessment Technologies Inc.  
Association Book Exhibit  
Association for Play Therapy  
Autism Pro/Trumpet Behavioral Health  
Baker's Dozen Press  
Bancroft  
Behavior Analysts, Inc.  
Behavior Tech Solutions  
BIA-Maranatha  
BioBDx  
Brookes Publishing Company  
Buros Center for Testing  
Cambium Learning® Sopris  
Camp MakeBelieve Kids  
Capella University  
CareerStaff Unlimited  
Casy Family Programs  
Celtic Art Therapy  
Center for Applications of Psychological  
Type, Inc.  
Center for Health Care in Schools  
Center for Talent Development at  
Northwestern University  
Center on Teaching and Learning  
Centris Group  
Checkmate Plus  
The Chicago School of Professional Psychology  
Children Succeed  
Children's Institute  
Chula Vista Elementary School District  
Civilian Medical Corps  
Clark County School District Psychological  
Services  
CMI Education Institute Inc.  
Collaborative for Academic, Social, and  
Emotional Learning (CASEL)  
College Internship Program  
College Living Experience  
Committee for Children  
Computer Automation Systems, Inc.  
Concise Curriculum  
Cumberland County Schools  
Curriculum Associates, Inc.  
Devereux  
Didax  
D.I.M.A.T.  
Drugs4Real  
EagleSoft Solutions  
Eaton Intermediate School District  
eCOVE Observation Software  
Education Specialties  
Edformation, Inc.  
Elk River Wilderness Challenge  
Elsevier, Ltd.  
Emotes!  
ESD 113 Public Schools Personnel Cooperative  
Fairbanks North Star Borough School District  
FAST - Formative Assessment System for  
Teachers  
Fielding Graduate University  
F.L. Chamberlain School  
Florida Institute of Technology  
Forrest T. Jones and Company, Inc.  
Free Spirit Publishing, Inc.  
Future Help Designs  
Get Ready To Read!  
Grodan Center  
Guilford Publications, Inc.  
H&H Publishing Company  
Harrison School District 2  
Hawthorne Educational Services, Inc.  
HeartMath, Institute of  
Houghton Mifflin Harcourt  
Human Rights Campaign - Welcoming Schools  
HumanWare  
IAS Innovations  
Incredible Years, Inc.  
Infinite Trading, Inc.  
Infocus Company  
InsideADHD.org  
Insight Fill  
Integrated Research Services, Inc.  
International Board of Credentialing and  
Continuing Education Standards  
International Foundation for Children's  
Education  
International School Psychology Association  
(ISPA)  
Intervention Analytics, Inc.  
Iris Media, Inc.  
It's About Childhood & Family, Inc.  
Jeffco Public Schools  
Judge Rotenberg Educational Center  
KaBOOM!  
Kaplan Early Learning Company  
KIDS, Inc.  
Kimochis ... Toys with Feelings Inside  
Kodiak Island Borough School District  
KS Kaplan  
Lakeview NeuroRehabilitation Center  
Lawrence Erlbaum Associates  
Learn It (Genesis Health Care)  
Learn It Therapy Services, LLC  
Learning Ally, Inc.  
Learning Enhancement Corporation  
LearningRx, Inc.  
Letz Talk, Inc.  
Linn Benton Lincoln Educational Service  
District  
Lite Booksnet  
Los Angeles Unified School District  
Love Publishing Co.  
Loving Guidance, Inc.  
LRP Publications, Inc.  
Maple Leaf Center  
Maplebrook School  
Matanuska Susitna Borough School District  
Mathematica Policy Research DBA What  
Works Clearinghouse  
Mediscan Staffing Services  
Melmark, Inc.  
MHS, Inc.  
Milwaukee Public Schools  
Mobile Thinking, LLC  
Montana Recruitment Project  
myIGDIs  
National Autism Center  
National Institute of Mental Health  
National Institute on Drug Abuse  
National Professional Resources, Inc.  
New London Public Schools  
Notchland Labs  
Nova Southeastern University  
OCD Chicago  
On the Avenue Marketing  
Onionhead & Company  
Opportunity Foundation of America  
Otto Trading Inc.  
Oxford University Press  
Pacific Northwest Publishing  
PAR  
ParentMagic, Inc, aka 1-2-3 Magic  
Park Place Publications  
Pearson, aimsweb  
Pearson, Clinical Assessment group  
Peoria Public Schools District 150  
Pepperidge Farm - Goldfish Fishful Thinking  
Philadelphia College of Osteopathic  
Medicine  
Pingora Consulting, LLC & Educational  
Advantages, LLC  
Polypsych Software  
Positive Action  
Prevention Researcher  
ProCareTherapy  
Pro-Ed, Inc.  
Professional Placement Resources, LLC  
Progressus Therapy, LLC  
Provincial Outreach Program for Autism and  
Related Disorders  
Provo Canyon School/Academy at Canyon  
Creek  
PsychCorp  
Psych Design  
Psych Software Innovations  
Psychological Assessment Services  
Psychological Skills Press  
Psychological Software Solutions, Inc.  
Ramapo for Children  
Read Naturally, Inc.  
Reason Systems, Inc.  
Recording for the Blind & Dyslexic  
Region 4 ESC  
REMS Technical Assistance Center  
Renaissance Learning, Inc.  
Research Press Publishers  
Roberts Wesleyan College  
Routledge  
Routledge Journals  
The RTI Action Network  
Safe & Civil Schools  
Safety First-Drug Policy Alliance  
SAGE Publications  
Saint Thomas More School  
San Diego Unified School District  
Jerome M. Sattler Publisher, Inc.  
Schoolhouse Educational Services  
School Psychology Tools  
Schwab Learning  
Screening for Mental Health  
Sequel Youth Services  
Smart Thot  
Soliant Health  
Sopris West Educational Services  
SOS Programs and Parents Press  
Springer Publishing Company  
Springer Science & Business Center  
Stafford County Public Schools  
Stewart Home & School  
Stoelting Company  
Stories of US (USA)  
Substance Abuse & Mental Health Services  
Administration  
Summit Camp & Travel  
Summit Crossroads Press  
Sunbelt Staffing  
Super Duper Publications  
SuperPsyched, LLC  
Tacoma Public School  
Targeted Testing Inc.  
Texas Hill Country School  
The Columbus Organization  
The Social Express™  
The TOVA Company  
Therapists Unlimited  
Therapy Source, Inc.  
Too Good Programs/Mendez Foundation  
ToppScorer Software  
Tourette Syndrome Association, Inc.  
Tourette Syndrome Camping Organization  
University of Minnesota Institute on  
Community Integration, Check & Connect  
University of Southern Maine School  
Psychology Program  
Vining-Hartness Company, LLC  
Walden University  
Wediko Children's Services  
Whole Person Associates  
Wiley  
Wireless Generation, Inc.  
Wise Beyond Words  
WPS  
YMIR Inc./The Ultimate Puzzle  
Youngstown State University

## CONVENTION SPONSORSHIP OPPORTUNITIES

### Sponsorship gets you noticed!

Convention sponsorship offers unique marketing opportunities that provide increased visibility to convention attendees. Sponsors also will be recognized in the Preliminary Program; Final Program; postconvention issue of *Communiqué*, the NASP newspaper, which is received by the entire NASP membership of approximately 25,000 school psychologists; convention page of the NASP Website; and on-site convention signage. Numerous sponsorship opportunities affording various forms of recognition are available.

To access and download a list of the NASP 2016 Annual Convention sponsorship opportunities, visit [www.nasponline.org/NASP16](http://www.nasponline.org/NASP16). For additional information about sponsorship opportunities, call or e-mail NASP Manager of Meetings Cheri Gainor at 301-347-1673 or [cgainor@naspweb.org](mailto:cgainor@naspweb.org).

## FUTURE NASP ANNUAL CONVENTIONS

### February 21-24, 2017

Henry B. Gonzalez Convention Center  
San Antonio, TX

### February 13-16, 2018

Hyatt Regency Chicago  
Chicago, IL

### February 26-March 1, 2019

Hyatt Regency and Marriott Marquis  
Atlanta  
Atlanta, GA

### February 18-21, 2020

Baltimore Convention Center  
Baltimore, MD

For more information about the NASP 2016 Annual Convention, please call NASP Manager of Conventions Marcia Harvey, 301-347-1667, or e-mail her at [mharvey@naspweb.org](mailto:mharvey@naspweb.org), or go to [www.nasponline.org/NASP16](http://www.nasponline.org/NASP16).