



## MSCHE 2017 Annual Conference Exhibit Information

### December 6-8, 2017 - Philadelphia Marriott Downtown Hotel



Exhibit space is available at \$1,575 per 10' x 10' booth, and includes two full complimentary meeting registrations and the following standard equipment: 8' high back and 3' high side drapes for in-line booths; one 7" x 44" company identification sign; one 6' draped display table; two side chairs; and one wastebasket. Apply on or before June 1, 2017 and pay \$1525 for each 10' x 10' space. **Full payment, product/service description, and company logo are due with application.** MSCHE will confirm and assign exhibit space upon finalization of the floor plan. Additional information/conditions are found on the application and accompanying rules/regulations.

#### Exhibit Hall Schedule (Tentative - Subject to Change)

##### Wednesday, December 6

7:00 – 11:00 AM - Booth Construction by Official Decorator  
 11:00 AM – 5:00 PM - Exhibit Set-up by Exhibitors  
 6:00 – 7:30 PM - Exhibit Hall Welcome Reception  
 (following the 5:00-6:00 PM opening plenary session)

##### Thursday, December 7

7:30 AM – 4:30 PM - Exhibit Hall Open  
 7:30 – 8:45 AM - Breakfast in the Exhibit Hall

##### Friday, December 8

7:30 – 11:30 AM - Exhibit Hall Open  
 7:30 – 8:45 AM - Breakfast in the Exhibit Hall  
 11:30 AM – Exhibit Hall Closes; Exhibit Dismantling

**All MSCHE 2017 Annual Conference events will be held in the Philadelphia Marriott Downtown Hotel, Philadelphia, PA. Exhibits will be held in Franklin Hall.**



## MSCHE 2017 Annual Conference Sponsor Information



Sponsorship opportunities are available exclusively to exhibitors. Sponsorships are assigned on a first-available basis. A 20% discount on exhibit space is available to all Gold Level sponsorships. **Full payment is due with application.** The following opportunities are available:

### GOLD LEVEL

#### **Conference Tote Bags - \$8,175 (sole sponsorship)**

Company name/logo on one side of bag  
 (with MSCHE logo)

#### **Conference Lanyards - \$8,175 (sole sponsorship)**

Company name/logo on lanyard  
 (with MSCHE logo)

Additional Benefits Include:

Full-page ad in the final program  
 Company promotional flier (one) inserted in conference tote bag  
 Acknowledgement on the MSCHE meeting website  
 and in the final program, and meeting signage

### SILVER LEVEL

#### **Conference Wifi - \$5,425 (sole sponsorship)**

Benefits Include:  
 Full-page ad in the final program

Company promotional flier (one) inserted in conference tote bag  
 Acknowledgement on the MSCHE meeting website  
 and in the final program, and meeting signage  
 \*Note that a splash page might be available at an additional cost.

### BRONZE LEVEL

#### **Wednesday Night Welcome Reception (Exhibit Hall) - \$3,425 (open to a maximum of two separate sponsors)**

#### **Thursday Box Lunch (Exhibit Hall) - \$3,425 (open to a maximum of two separate sponsors)**

#### **Thursday/Friday Continental Breakfasts and Refreshment Breaks (Exhibit Hall) - \$3,425 (open to a maximum of two separate sponsors)**

Benefits Include:

Signage during events (events open to all registered attendees)  
 Half-page ad in the final program  
 Acknowledgement on the MSCHE meeting website  
 and in the final program, and meeting signage



## MSCHE 2017 Annual Conference Advertising Information



Advertising space is available in the final conference program. Advertisers must be an exhibitor at the conference. Prices and sizes are as follows: Full Page \$875 (image area = 5.75" W x 8.5" H); Half Page \$575 (image area = 5.75" W x 4.125" H); and Quarter Page \$325 (image area = 2.75" W x 4.125" H). All ads are color unless specified to print as black and white. **Full payment is due with application.**

All ads must be submitted in one of the following formats: EPS, and TIFF files; Illustrator EPS or AI file; TIFF or JPEG file; or PDF- high resolution only. Make certain that fonts and images are embedded when creating the PDF, and that any images embedded in the PDF were converted to CMYK. Note that files such as Microsoft Word, Publisher, Power Point, and Word Perfect are NOT acceptable formats. **The deadline for submission of all ad copy is October 20, 2017.**



# MSCHE 2017 Annual Conference Exhibitor/Sponsor/Advertiser Application



This application is submitted to the Middle States Commission on Higher Education (MSCHE) for the purpose of exhibiting at the Commission's 2017 Annual Conference held from December 6-8, 2017 at the Philadelphia Marriott Downtown Hotel, Philadelphia, PA. This application constitutes an agreement by and between the Middle States Commission on Higher Education (MSCHE) and the exhibiting company (Exhibitor) noted below under "Contact Information." By submitting this application, the exhibiting company agrees to all the terms and conditions specified in the Exhibitor/Sponsor/Advertiser Rules & Regulations that accompany this application.

## Contact Information (please type or print)

\*Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

\*Address: \_\_\_\_\_

\*City: \_\_\_\_\_ \*State: \_\_\_\_\_ \*Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ \*Web: \_\_\_\_\_

Direct Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**The information listed above is used for contact purposes between MSCHE and the exhibiting company. (Information designated with an \* will be published in the final program. If your contact address is different than the company address, please indicate.)**

## Exhibit

### Exhibit Space

Exhibit space is available at \$1,575 per 10' x 10' booth. If application, payment, and supporting materials are received on or before June 1, 2017, the cost is \$1,525 per 10' x 10' booth. **Full payment is required at time of application to reserve space.**

**A description (50 words or less) of the product/service you plan to exhibit and a copy of your company logo (JPEG, EPS or TIFF, color format) are required at the time of application.** Both description and logo should be sent as electronic files. Descriptions are subject to editing by MSCHE staff, and both the description and company logo will be used in materials to promote the conference and exhibit. (By submitting the company logo, the exhibitor grants MSCHE permission to use the logo in its promotional materials.)

### Location Preference

MSCHE will confirm and assign exhibit space upon finalization of the floor plan - late summer 2017. **Location preference is given to exhibitors that: submit an early application with full payment and all other required materials; have an established history of participation in the annual conference; have multiple booth spaces; and/or are a participating sponsor/advertiser.**

If you prefer that your booth not be located next to a competing company/organization, please indicate the name of the company/organization in the space below **(only two companies/organizations will be considered)**. Note that while MSCHE will attempt to accommodate this request, no guarantee is implied or promised.

\_\_\_\_\_

Please reserve \_\_\_\_\_ booth space(s) at \$1,575 per booth. (If application, payment, and supporting materials are received on or before June 1, 2017, the cost is \$1,525 per booth. If sponsoring, please see next page for possible additional discounts.)

**EXHIBIT SUBTOTAL: \$ \_\_\_\_\_ (Full payment is due with application.)**

## Sponsor

Sponsorship details are located under "MSCHE 2017 Annual Conference Sponsor Information." Sponsors must be an exhibitor at the conference. Sponsorships are assigned on a first-available basis. A 20% discount on exhibit space is available to all Gold Level sponsorships. If interested, please indicate your selection below.

### Gold Level

Conference Tote Bags (sole sponsor) - \$8,175

Conference Lanyards (sole sponsor) - \$8,175

### Silver Level

Conference Wifi (sole sponsor) - \$5,425

### Bronze Level

Wednesday Night Welcome Reception (open to two separate sponsors) - \$3,425

Thursday Box Lunch (open to two separate sponsors) - \$3,425

Thursday and Friday Continental Breakfasts and Refreshment Breaks (open to two separate sponsors) - \$3,425

**SPONSOR SUBTOTAL: \$ \_\_\_\_\_ (Full payment is due with application. If sponsorship is \$8,175 (Gold Level), remember to deduct 20% from the exhibit subtotal.)**

## Advertise

Advertising details are located under "MSCHE 2017 Annual Conference Advertising Information." Advertisers must be an exhibitor at the conference. **The deadline for submission of ad copy is October 20, 2017.** If interested, please indicate your selection below.

Full Page - \$875

Half Page - \$575

Quarter Page - \$325

**ADVERTISING SUBTOTAL: \$ \_\_\_\_\_ (Full payment is due with application.)**

## Payment and Signature

Payment indicated in the box below is the total amount due for exhibit, sponsorship, and advertising. This amount may be paid by check or charge. Checks should be made payable to: Middle States Commission on Higher Education. Indicate payment type below.

**TOTAL AMOUNT DUE:**

\$ \_\_\_\_\_

Check  Visa  MasterCard  American Express

(The amount indicated in the "Total Amount Due" box is the amount you authorize for payment.)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card (print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ (Effective when application is accepted.)

**Cancellations:** Cancellation of exhibit space, sponsorship, and/or advertising may be made if the cancellation request is received in writing by MSCHE no later than September 29, 2017. **Cancellations made on or before September 29, 2017 will receive a 50% refund of the total exhibit space, sponsorship, and/or advertising cost. Cancellations received after September 29, 2017 will not receive a refund.**

By signing below, I agree that I have read, understood, and agree to all terms, fees, and conditions outlined in this agreement and in the Exhibitor/Sponsor/Advertiser Rules & Regulations, and my agents and/or independent contractors have also agreed to same in writing.

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send completed application by e-mail to: [kjfitzpatrick@msche.org](mailto:kjfitzpatrick@msche.org); or by mail or fax to: Director for Conferences and Educational Programs, Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104-2680; Fax: 215-662-5501. **Product/service description and logo must be sent by e-mail to: [kjfitzpatrick@msche.org](mailto:kjfitzpatrick@msche.org)**



**1. Parties.** MSCHE, as it is used in this agreement, refers to the Middle States Commission on Higher Education. Exhibitor refers to the company listed on the MSCHE 2017 Annual Conference Exhibit/Sponsor/Advertiser Application. Sponsor refers to an exhibitor that provides for one or more of the sponsorship opportunities available for this event. Advertiser refers to an exhibitor that advertises in the final program. The individual signatories to this agreement and/or their current or future company designated representatives and/or agents, shall be the primary contacts for compliance with these Exhibitor/Sponsor/Advertiser Rules & Regulations, including giving/receiving formal notice as specified herein, before, during, and after the event.

**2. Eligibility.** MSCHE invites exhibitors that provide products and services specifically designed for or customarily used in colleges and universities for administration or teaching. MSCHE reserves the right to exercise its sole discretion in granting, refusing, and continuing this agreement.

### **3. Rules, Regulations, and the Agreement.**

Exhibitor/Sponsor/Advertiser Rules & Regulations are to be construed as a part of the agreement between MSCHE and the exhibitor, sponsor, or advertiser. MSCHE reserves the right to interpret all matters and questions not addressed in these Exhibitor/Sponsor/Advertiser Rules & Regulations. Exhibitor, sponsor, or advertiser agrees that MSCHE shall have the right to make such rules and regulations or changes in arrangements as it deems necessary, and to amend the same from time to time. All amendments shall be equally binding on all parties affected by the changes. In the event of any amendments or additions to the Exhibitor/Sponsor/Advertiser Rules & Regulations, MSCHE shall give written notice by postal mail or by e-mail to those exhibitors, sponsors, or advertisers affected by the changes. MSCHE shall have the final determination and enforcement of all rules, regulations, and conditions. MSCHE reserves the right to terminate the application of any exhibitor for failure to meet the terms of this agreement or for other reasonable cause.

**4. Assignment/Subletting of Space.** An exhibitor may utilize one or more booth spaces. MSCHE will confirm and assign exhibit space in writing upon finalization of the floor plan. Exhibitor may not share, assign, delegate, or sublet any space allotted to them without the prior written consent of MSCHE.

**5. Relocation of Exhibit.** MSCHE reserves the right to alter the official floor plan and to reassign or rearrange all or any part of the space for the purpose of consolidation or for any other reason. The judgment of MSCHE in this matter is final. The total square footage occupied by the exhibitor pursuant to this agreement shall not be reduced/increased substantially without the consent of the exhibitor. If such space is substantially reduced/increased, the fee payable will be adjusted accordingly.

**6. Booth Specifications and Limitations.** Booth construction and designs are limited to the space outlined in the final floor plan. Custom designed booths are subject to the discretion and advance approval of MSCHE. All exhibits and floor covering unique to each booth must be confined to the spatial limits of the rented booths as indicated on the floor plan. No portion of the booth or its related parts, contents, or signage may be suspended from the ceiling or walls of the exhibit facility without the express consent of the facility's management and MSCHE.

**7. Exhibit Hours.** Exhibitor must install/dismantle their booths within the scheduled time period. All exhibits must be fully operational by the scheduled exhibit start time. Should any exhibit space remain unoccupied at the scheduled exhibit start time, MSCHE reserves the right to provide such space to any other applicant or to eliminate such space, and no refund shall be made to the original exhibitor. Exhibitor must, at his or her own expense, maintain and keep in good order the assigned exhibit space, and remove from the premises all of exhibitor's property and materials at the conclusion of the event, and surrender the space to MSCHE by the scheduled exhibit end time in the same condition it was at the time of initial occupancy. Exhibitor must dismantle the contents of their exhibit after the scheduled exhibit end time. **Exhibits may not be dismantled or abandoned before the end time without prior MSCHE permission. Doing otherwise is a violation of this agreement and may result in exclusion from all future MSCHE events.**

**8. Admittance to Exhibit Area.** Exhibitor is required to display an official MSCHE annual conference badge at all times during the conference. Except for scheduled booth installation and dismantling periods, no exhibitor employee or agent shall be permitted to enter the exhibit area until 30 minutes prior to the official opening hour of the exhibit, nor permitted to remain more than 30 minutes after the scheduled exhibit closing hour each day. MSCHE reserves the right to refuse admittance to and to eject from the exhibit area (and other conference-related areas of the facility) any person or persons engaged in objectionable behavior, including the exhibitor's officers, directors, employees, or agents. Exhibitor hereby waives any right and all claim for damages as a result thereof against MSCHE, its officers, trustees, members, agents, and employees.

**9. Prohibited Conference Activity.** Exhibitor or their agents may not allow any articles to be brought into the facility or allow any act done on the premises which will invalidate the insurance or increase the premium on the policies held by the management of the facility, nor permit anything to be done by their employees through which act the premises, property, or equipment of other exhibitors will be damaged. No signs or articles may be affixed, nailed, screwed, pinned, or otherwise attached to walls, doors, etc.. The use of propane, butane, or other combustible bottled gas is prohibited. Loud mechanical, recorded, or human noises will not be permitted. Background music or the sounds of audio-visual presentations, etc., must be confined to the rented space. An exhibitor's intent to use audio-visual material must be disclosed to MSCHE. MSCHE reserves the right to disallow such music or presentations if in its sole discretion their use may disturb the activities in adjacent booths.

**10. Promotional Activity.** The exhibitor may advertise, market, or display goods or services that are manufactured, distributed, or sold by the exhibitor or by its subsidiaries. Any and all tax liabilities generated through sales promotion are the sole responsibility of the exhibitor. **Promotional activity is limited to the confines of the space assigned by the MSCHE. Circulars or other materials may be distributed only from the exhibitor's assigned space. Doing otherwise is a violation of this agreement and may result in expulsion from the event and exclusion from all future MSCHE events.**

These materials must refer only to the products or services manufactured, distributed, or sold by exhibitor and may not be those of any other manufacturer, distributor, or consultant. Exhibitor also may distribute single items to the meeting attendees with no expressed or implied endorsement by MSCHE of the product, service, or item, and with no expressed or implied warranty by MSCHE. MSCHE reserves the right to discontinue distribution of materials that it deems as not contributing to the educational nature of the conference or that may be hazardous or offensive to conference attendees.

The use of food and beverage promotion by an exhibitor must be approved in advance by MSCHE.

All sponsorship activities will be approved and conducted through and by MSCHE. All final program advertisements are subject to approval by MSCHE before printing.

**11. Hospitality Receptions.** Exhibitor may not schedule events, such as breakfasts, luncheons, dinners, or hospitality receptions during official MSCHE program hours. Events held outside program hours must be approved in writing by MSCHE.

**12. Individual Drawings and Promotions.** Exhibitor seeking to conduct a drawing, contest, or prize giveaway will be permitted to do so only after MSCHE has given written approval. No gambling activities will be permitted.

**13. Independent Contractors.** Any independent contractor fulfilling any part of the exhibitor's obligations and responsibilities under this agreement is deemed an agent of the exhibitor and is bound by all the terms of these Exhibitor/Sponsor/Advertiser Rules & Regulations, and exhibitor is responsible for obtaining in advance the signed consent of such agent to these terms. Exhibitor must notify MSCHE of these arrangements 30 days in advance of the scheduled event.

**14. Decorator.** MSCHE will select an official decorator for the conference. Prior to the conference, the decorator will provide to each exhibitor: standard trade notices, forms and rates for equipment, drayage, and labor, terms of payment, and instructions related to drayage, labor, and electrical and Internet connectivity. The conference facility will accept shipments only from the decorator and not directly from exhibitor. Payments for decorator's services are due and payable directly to the decorator.

**15. Compliance with Laws.** All materials, installations, and operations of the exhibitor must comply with: the requirements of all governmental authorities having jurisdiction; all applicable laws, ordinances, and regulations; and the requirements of the facility with which MSCHE has a contract for this event.

**16. ADA Regulations.** All exhibits must be accessible in compliance with the Americans with Disabilities Act and local regulations.

**17. Security.** MSCHE, in consultation with the facility management, may provide exhibit hall security as it deems necessary during installation and dismantling periods, and during exhibit hours. This service, however, should not be construed as an obligation to protect the property or persons of the exhibitor. This remains the sole responsibility of the exhibitor. During non-exhibit hours, such as during the evenings, the normal security

arrangements of the facility will be in effect, and exhibitor must take this into consideration. Exhibitor agrees that MSCHE will not be liable for any damage or loss of exhibitor's property.

**18. Insurance.** Exhibitor agrees to carry \$1 million in commercial general liability insurance to cover exhibit materials against damage and loss, and public liability insurance against injury to the person and property of others. This insurance must be in effect during the entire exhibit period. Proof of liability insurance (e.g., certificate of liability insurance) may be requested by MSCHE at any time, and exhibitor agrees to furnish this proof to MSCHE within seven days of request. If proof of insurance is not received within seven days of request, MSCHE reserves the right to terminate the agreement and to prohibit exhibitor from participating in the meeting. MSCHE shall not be obligated in any way to carry any insurance for the benefit of exhibitor.

**19. Hold Harmless and Limit of Liability.** Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the hotel's (Philadelphia Marriott Downtown Hotel) premises, and will indemnify, defend, and hold harmless the hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. The hotel will not be responsible or liable for any loss, damages or claims arising out of the exhibitor's activities on the hotel's premises except for any loss, damage, or claim arising directly from the hotel's own negligence.

Exhibitor agrees to indemnify, defend, and hold harmless MSCHE, its employees, agents, officers, directors, and subsidiaries and affiliates, from any and all losses, damages, and claims arising out of the exhibitor's activities on the hotel's (Philadelphia Marriott Downtown Hotel) premises. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from any accident or bodily injury or other occurrences to any person or persons, which arise out of the exhibitor's activities on the hotel's premises. MSCHE will not be responsible or liable for any loss, damages or claims arising out of the exhibitor's activities on the hotel's premises except for any loss, damages, or claims arising directly from MSCHE's own negligence.

**20. Cancellations/Withdrawals.** Cancellation of exhibit space, sponsorship, and/or advertising may be made if the cancellation request is received in writing by MSCHE no later than September 29, 2017. **Cancellations made on or before September 29, 2017 will receive a 50% refund of the total exhibit space, sponsorship, and/or advertising cost. Cancellations received after September 29, 2017 will not receive a refund.**

**21. Termination of Exhibition.** If MSCHE determines that the premises where the exhibit area or the main conference activities are to be held have become unfit for occupancy, or if the premises were materially interfered with by reason of strike, embargo, injunction, act of war, terrorism, act of God, any other emergency, or any act or event not the fault of MSCHE, MSCHE may terminate this agreement without liability. In the event of such termination, the exhibitor, sponsor, and/or advertiser waives any and all damages and agrees that MSCHE may, after deducting all costs and expenses, refund exhibitor, sponsor, and/or advertiser a portion of all monies paid to MSCHE.