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Dear Prospective Exhibitor:

If you would like to reach over 1,000 of North America's top environmental educators, you should be exhibiting at NAAEE's 40th Anniversary Conference, October 12-15, 2011 in Raleigh-Durham, North Carolina. This is the largest regular gathering of environmental educators. For many of our participants, this is the only conference they attend all year, and they are eager to visit our Exhibit Fair.

Our attendees come from universities, nonprofits, parks, museums, nature centers, K-12 classrooms, corporations and a variety of other areas. They not only purchase "green" products, they are educators who are always looking for a variety of resources and related items to use in their educational efforts in both formal and non-formal EE settings. By "walking the talk" in their presentations, they provide an extra reach for your products or services.

NAAEE wants to be sure you have the best possible experience at our event. So that you will have plenty of time with our attendees, we feature three special events in the exhibit hall when there are no sessions happening. These events provide dedicated time for attendees to visit the exhibit fair with NO scheduled competition from other conference activities.

Based on comments from previous years' exhibitor evaluations, the 2011 Exhibit Fair schedule has been created to maximize exhibitor exposure, while still giving you time to attend some parts of the conference (each booth purchase comes with one complimentary conference registration and a second full conference registration at \$100 off).

The conference and Exhibit Fair will take place in the Raleigh Convention Center (<http://www.raleighconvention.com/>). If you have any questions or need further information, please contact Julie Polzer, NAAEE's assistant conference manager, at [jpolzer@naaee.org](mailto:jpolzer@naaee.org) or 202.419.1811. Thank you for joining us in providing a fun learning experience for our conference audience. We look forward to seeing you in Raleigh-Durham!

Yours for excellence in environmental education,  
NAAEE Board and Staff



## NAAEE 40<sup>TH</sup> ANNUAL CONFERENCE

Raleigh-Durham, North Carolina • October 12-15, 2011

# Exhibitor Prospectus

NAAEE's 40th Annual Conference will be a gathering of over 1,000 educators from across the globe in Raleigh-Durham, North Carolina. There are numerous reasons why people will choose to attend NAAEE's Annual Conference and why you should exhibit with us!

**Live it up!** Come to NAAEE's 40th Annual Conference and discover what *Forbes*, *Kiplinger's*, *Esquire*, *Money*, and *Rolling Stone* have already found out: Raleigh is an award-winning city in which to work, play, and visit.

**Easy access!** With the newly-renovated Raleigh-Durham International Airport (RDU) offering a great selection of low-cost flights, getting here is easy.

**Meet in our Unconventional Center!** Conference attendees and exhibitors will be amazed at the endless amenities, and lustrous sunlight shimmering across the walls of contemporary art found inside. The Raleigh Convention Center is an architectural gem, as well as a modern and comfortable meeting venue and it's Silver LEED Certified!

**Enjoy the scenery!** Raleigh's lush 152 miles of greenways and walking paths, 43 parks and lakes, and numerous golf courses are great ways to relax and make Greater Raleigh a viable location for NAAEE's conference attendees and exhibitors. And the Blue Ridge Mountains and our wonderful coastal areas are just a few hours away offering great options for pre and post conference trips.

**More green!** In addition to the convention center's LEED certification, in partnership with CREE Raleigh is the first "LED city" in the world. The City is also one of three US cities selected to pilot Project Get Ready – a program designed to prepare and promote electric vehicle infrastructure. Green initiatives abound here as we work hard to protect our environment.

**Have fun!** When the meetings are over, you'll find over 125 eateries and pubs, 40 unique galleries, and 4 museums within a short distance of our convention center. Community wide you'll find 23 free attractions.

**There's no better time than NOW!** Greater Raleigh has undergone over three billion dollars in development and renovations including a new City Plaza (home to many special events and a wonderful place to relax after meeting), the R Line (complimentary hybrid electric shuttles that run continuously in our downtown area), a new visually stunning NC Museum of Art, world class chefs opening new

restaurants weekly. Raleigh keeps getting better and better just in time for NAAEE's arrival.

Once they arrive at the conference, visitors to the Exhibit Fair are seeking a variety of resources and related items to use in both formal and non-formal EE settings. Successful exhibits will be geared toward a wide range of conference participants, including educators at K-12 and university levels; natural resource education professionals; local, state, and national educational organization/government personnel; corporate environmental educators and social responsibility managers; and non-formal educators from zoos, aquariums, museums, and nature centers.

## VALUE TO EXHIBITORS

Exhibits allow you to discuss with conference participants the latest trends in educational products, programs, and techniques, and to show our participants your innovative technologies and practices that contribute to a more sustainable society. We offer:

- Exposure to top North American and international educational leaders.
- 5 of the 12 hours the hall is open are 100% dedicated to you; there are no competing activities and the attendees are treated to food in the hall during those times.
- New for 2011: Continental breakfast will be served in the exhibit hall on Friday morning. The first hour of the breakfast will be dedicated time with exhibitors.
- Prominent listing of your company/organization's name and booth location in the conference program (only guaranteed if purchased by August 1, 2011).
- Recognition on NAAEE Web site and a hyperlink to your Web site.
- Conference registrants' physical mailing list and email addresses (for those attendees who give their consent) are available upon request for pre-conference promotion and post-conference follow-up. Prior to 2009 we did not provide email addresses to exhibitors due to privacy concerns of our attendees; however, we hope to transition away from physical mailing lists to allow you to contact our attendees electronically and to "walk the talk" more thoroughly. We will ask our attendees for permission to share their email address with you during the registration process.

- Complementary conference registration for one exhibitor representative and \$100 discount off a "Full Conference" registration fee for one additional exhibitor representative. Each of these registrations will include a coupon for Friday's lunch, which will be on sale in the hall.
- \$60 hall pass for staff who will NOT attend sessions. The pass will give your staff access to all the food events that take place in the hall, including a coupon for Friday's lunch.

## CONFERENCE PROMOTION

The 2010 conference in Buffalo-Niagara had over 900 attendees and we expect to exceed that in 2011. The Exhibit Fair will be promoted through the mailing of a conference registration packet, the electronic Conference Newsletter that reaches over 12,000 subscribers, NAAEE's Web site, and the official conference program. Also, to ensure a high level of traffic by conference attendees, major activities are scheduled as part of the Exhibit Fair itself, without any competing events. The exhibit hall opening dinner reception on Thursday night will include the poster session (we expect over 75 posters to be on display) and an opportunity for NAAEE Commissions (special interest groups) and Affiliates to host informational tables in the hall. Attendees will be treated to a buffet dinner featuring locally harvested foods. In addition to the Thursday evening opening, two events are planned for Friday in the exhibit hall. Continental breakfast will be served in the morning; with the first hour dedicated to time with exhibitors. And we will have the traditional Authors' Corner from 11:45 am until 1:45 pm, which will also feature a dessert buffet of local foods. Lunch will be for sale in the hall during this time. In addition, silent auction tables will be set up in the Exhibit Fair to raise funds for the William B. Stapp College Student Scholarship during hall hours.

## EXHIBIT FAIR SCHEDULE

### Wednesday, October 12

1:00 pm – 7:00 pm Exhibitor Move-In

### Thursday, October 13

7:30 am – 12:00 pm Exhibitor Move-In

3:30 pm – 8:30 pm Exhibit Fair Open

6:30 pm – 8:30 pm Exhibit Fair Opening Celebration\*  
(poster sessions, CCC tables and affiliate welcome will take place in hall during the opening reception)

### Friday, October 14

8:00 am – 3:00 pm Exhibit Fair Open

8:00 am – 10:00 am Continental Breakfast  
(first hour of breakfast has no competing events\*)

11:45 am – 1:45 pm Authors' Corner\*  
(lunches for sale in exhibit hall; complimentary dessert buffet provided)

3:00 pm – 6:00 pm Exhibitor Move-Out

\* Dedicated time with exhibitors

## EXHIBIT SPACE

All booths are 8' deep by 10' wide and are reserved on a first-come, first-served basis.

- Exhibit fee includes one 8' deep by 10' wide booth space with an 8' high backdrop, 3' side-rail dividers, one 6' skirted table, two side chairs, a waste basket, and a standard 7" x 44" exhibitor identification sign.
- Exhibit fee includes security.
- Booth colors will be determined in the spring of 2011.
- Booth fee includes one "Full Conference" registration.\*\*
- A \$100.00 discount off a "Full Conference" registration fee is offered to one additional representative of each exhibitor.\*\*
- If you have someone helping with the booth that will NOT attend sessions, an exhibit hall staff pass is \$60.00.†

\*\*All exhibitors are required to register for the conference. Conference registration will open in June 2011. Instructions for how to register either using the included or discounted registration will be emailed out to all confirmed exhibitors. A "Full Conference" registration includes access to all keynotes, panels, symposia, and sessions beginning Wednesday evening through Saturday afternoon; Thursday evening Exhibit Fair Opening Celebration with dinner; continental breakfast in the exhibit hall on Friday; a coupon for lunch and the afternoon locally harvested dessert buffet in the exhibit hall on Friday; Friday evening's Stapp Scholarship Live Auction and Reception (to be held off-site); and Saturday's Awards Luncheon.

† This pass provides access to events that take place in the exhibit hall only and includes a coupon for lunch in the exhibit hall on Friday, October 14.

## ELECTRICITY, SHIPPING, AND OTHER SPECIAL NEEDS

Stetson Convention Services, the official exhibit hall decorator, will provide access to an exhibitor kit and ordering system approximately six weeks prior to the conference. These kits will include information about electricity, shipping, internet connectivity, and other special needs. Please note that NAAEE will not carpet the aisles; however, Stetson offers two carpet options that contain recycled content and are recyclable should you choose to purchase carpet for your booth. Exhibitors are responsible for any items purchased through the official exhibit hall decorator.

## EXHIBITOR RULES AND REGULATIONS

Exhibitors are permitted to sell items during the conference. Licenses to sell, payment of sales tax, and other legal requirements are the sole responsibility of the exhibitor, and receipts must be furnished to purchasers of goods.

## Payment and Refunds

Confirmation of exhibit space and assignments will be made in the order applications are received and accepted. If an exhibitor cancels the reservation prior to August 1, 2011, 50% of the booth fee will be refunded, contingent upon NAAEE reselling the space. *No refunds will be made after August 1, 2011.*

## Set Up & Tear Down

Setting up and tearing down is the responsibility of the exhibitor. The exhibit MUST remain intact from 3:30 pm on Thursday, October 13, until 3:00 pm on Friday, October 14. The exhibitor must surrender space occupied in the same condition as received — no nails, bracing wire or tape may be used, and all property damaged by exhibitors must be replaced to original condition at the expense of the exhibitor.

If boxes of unused handouts or giveaways are left behind the exhibitor will be fined \$50.00 per box. Please consider your environmental impact when deciding what to bring to the exhibit hall.

## Liability

NAAEE will not be liable for losses or damages during the exhibit hours. NAAEE also accepts no responsibility for injuries, losses, or damages during or subsequent to the period covered by the exhibit contract. Insurance is recommended, but is at the exhibitor's expense.

The exhibitor assumes responsibility and agrees to indemnify and defend NAAEE, Stetson Convention Services, and Raleigh Convention Center, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The exhibitor understands that neither NAAEE, Stetson Convention Services, nor Raleigh Convention Center maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

## General Exhibit Policy

- The assignment, subletting, or sharing of space already assigned is prohibited without the consent of NAAEE.
- The exhibit should be designed and displayed to conform to the size of the space(s) leased. Please do not obstruct the view of, or interfere with, the exhibits of others.
- Attention to safety regulations and the Americans with Disabilities Act are imperative. Aisles, passageways, and lobby or exhibit areas giving access to exits and fire extinguishing apparatus must be kept clear at all times.
- Demonstrations and display of products must be done in a safe and environmentally responsible manner.
- Paper handouts should be kept to a minimum and printed without dates or locations so they can be reused and not sent to the landfill after our conference.
- Demonstrations including the use of films, tapes, records, musical equipment and instruments, or any other sound device should be kept at a volume sufficiently low so as not to be objectionable to nearby exhibitors or conference participants.
- Exhibitors will exercise all precautions against damage or defacement of the exhibit hall and its property, and will assume all liability thereof.
- Exhibitors agree to conform to the exhibit schedule.
- NAAEE reserves the right to restrict exhibits that may become objectionable because of noise, method of operation or for any other reason not deemed suitable.
- Exhibit hall is a nonsmoking area.

## EXHIBIT BOOTH FEES

Category	Member Rate	Non-member Rate
<b>Partner</b> (Nonprofit, Government Agency, Educational Institution, NGO)	\$575*	\$775**
<b>Corporate</b>		
Small Business	\$675*	\$975**
Large Business	\$875*	\$1175**

\*Applicable membership types include Partner or Corporate. Individual membership does not qualify for the member rate. If you are unsure of your organization's membership status, please contact [memberservices@naaee.net](mailto:memberservices@naaee.net).

\*\*This rate includes a one-year Partner or Corporate NAAEE membership.

## PURCHASING INSTRUCTIONS

1. Go to [www.naaee.net/](http://www.naaee.net/)
2. Login to NAAEE's contact/membership management system (see link on black bar at the top of the Web site) by entering your organization's login information (email address and password). Note: if your organization does not have an account with NAAEE, then create a free account by clicking on the "CREATE NEW ACCOUNT" tab above the user login fields. If you are unsure of whether or not your organization has an account with NAAEE, please contact [memberservices@naaee.net](mailto:memberservices@naaee.net) for assistance.
3. Once successfully logged in, go to the Exhibitor & Advertisers section on the Conference's Quick Links menu. The "Purchase Exhibit Booth" link can be found under the "Exhibit Fair Information" menu.
4. Enter a quantity next to the appropriate booth rate and/or exhibit hall pass option. Please see note above regarding applicable membership types and corresponding booth rates.
5. If you would like to receive an invoice and pay by check, mark the "I will send payment by check" box. An invoice will be emailed to when you successfully complete the order. Leave this box unchecked if you want to pay by credit card. Credit card information will be collected further down the page.
6. If you are purchasing exhibit hall passes for representatives not attending the conference, enter the first and last name(s) of the representative(s) in the "Additional Exhibit Booth Information" section. Use the notes box to enter any other information or questions you may have for the conference staff.
7. Complete the credit card information (if applicable) and billing information fields. Click on the "Continue" button at the bottom of the page.
8. Review your order. When ready to purchase, hit the "Continue" button at the bottom of the page.
9. You will receive an electronic receipt/invoice at the email address associated with your NAAEE account.
10. When the exhibit hall layout has been finalized, conference staff will contact you regarding your booth preference. Booths will be assigned in the order booth purchases were received.

## NAAEE CONTACT INFORMATION

If you have any questions or need further information, please contact NAAEE conference staff at [conferencestaff@naaee.org](mailto:conferencestaff@naaee.org) or (202) 419-1811.



# NAAEE 2011 Annual Conference Sponsorship Opportunities and Benefits "At a Glance"

The North American Association for Environmental Education welcomes partnerships in support of its annual conference and ongoing projects. We offer the following benefits to our conference sponsors. For information on conference sponsorships, please contact the NAAEE Conference Manager, Bridget Chisholm, at (540) 364.0065 or bchisholm@naaee.org.

Sponsorship Benefits	Leadership Sponsor (\$15,000)	Sustainer Sponsor (\$10,000)	Supporter Sponsor (\$5,000)	EE Community Sponsor (\$2,000)
Option to be exclusive sponsor of strand or special event	√			
Exhibit booths	2	2	1	
Logo on NAAEE web site with link to your web site	√	√	√	√
Acknowledgement in Conference Promotional Material	√	√	√	√
Logo displayed during plenary sessions and as screen saver in every presentation room	√	√		
Logo in Conference Registration Brochure and Conference Program	√	√	√	
Article in Conference Program and loaded on thumbnails	Full page	Half page*	Qtr page*	
Ad in Full Color Conference Program	Full page	Half page*	Qtr page*	
Conference registration fee waiver	4	2	1	
Tickets to Closing Dinner	4	2	1	1
Reception with NAAEE board members	√	√	√	√
One-year corporate or partner membership in NAAEE	√	√	√	√
Six NAAEE Professional Memberships & Six NAAEE Student Memberships	√			
Three NAAEE Professional Memberships & Three NAAEE Student Memberships		√		
Logo on Data Stick each conference attendee receives (data sticks are only produced if ad sales are achieved)	√	√	√	
Option to hang a banner in convention center lobby	√			

\*Choice of either Article or Ad in Conference Program  
 Sponsor benefits for in-kind do not include booths or registrations and a logo in print material is only given to in-kind donations of \$10,000 and above.



**NAAEE 40<sup>TH</sup> ANNUAL CONFERENCE**  
Raleigh-Durham, North Carolina • October 12-15, 2011

# 2011 Conference Sponsors

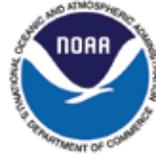
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## CASH SPONSORS

**\$15K**



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## IN-KIND SPONSORS

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North Carolina Museum of Natural Sciences

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Center for Environmental Farming Systems' 10% Campaign

North Carolina Sea Grant

If you would like to become a conference sponsor please contact  
Bridget Chisholm at (540) 364-0065.