



The Tennessee Society of Association Executives (TNSAE) Annual Tradeshow is scheduled for **Tuesday, December 5** at the Embassy Suites Nashville SE – Murfreesboro. We invite you to join us as an exhibitor! Enclosed are details about this year's tradeshow.

**2017 Theme:** Step Right Up! This year's theme is *Step Right Up* and will have a fun carnival theme! Please identify your favorite part of all the fun that comes with a carnival and exhibit around that theme.

**Booth Awards:** TNSAE's Booth Judges will circulate during the Tradeshow. Prizes will be awarded to: Most Creative, Most Magnificent and Most Impressive booths.

**Booth Height Details:** As has been the tradition of the TNSAE tradeshow, this show is set up in an "open tradeshow" floor plan. This plan limits the height of the interior exhibit booths to 60". Only perimeter booths may be up to 96". Height is measured from the floor, not the table. This will be strictly enforced again this year, and includes tabletop displays and pop-up signs. Items more than 60" tall will not be allowed in interior booth displays.

\*Exhibit booths are sold on a first-come, first-served basis. Reserve Your Space Today!

If you have any questions about this year's tradeshow, please contact me anytime.

Jamie Flynn Compton, CAE, IOM  
TNSAE Executive Director  
615-298-5944  
[jamie@tnsae.org](mailto:jamie@tnsae.org)



## TNSAE TRADESHOW EXHIBITOR RULES

These rules and regulations governing the exhibits under the auspices of TNSAE are part of the application and contract for space.

### **Booth Sizes and Amenities**

*Interior booths* are 10' x 10'. Each interior booth includes a 3' high back drape, 6' skirted table, two chairs, a one-line identification sign, wastebasket and two full registrations. Display items in interior booth spaces may not be taller than 60", including all signage (e.g. pop-up signs taller than 60" are not allowed).

*Perimeter booths* are 10' x 10'. Each perimeter booth includes an 8' high back drape, 6' skirted table, two chairs, a one-line identification sign, wastebasket and two full registrations.

### **Exhibit Fees**

Interior Booth:	\$745 for TNSAE members, \$945 for nonmembers
Perimeter Booth:	\$895 for TNSAE members, \$1,095 for nonmembers

### **How to Apply**

Each booth must submit one signed contract and payment for each booth space requested.

If you are sharing a booth, submit one contract and payment for both organizations. Do not send duplicates.

Payment in full is required to hold the booth space. Booths are assigned on a first-come, first-served basis.

If an exhibit contract and exhibit fee do not arrive at the same time, the receipt date of the payment will be used to determine booth assignment order. No reservations are accepted over the phone.

Exhibit space will be assigned by November 15, 2017, and all payments are required by this date.

### **How to Apply for Block Groupings**

All "How to Apply" rules govern, in addition to the following:

Any hotel chain, convention bureau or other marketing coalition who wishes to have their contracts considered as a "block" MUST submit their contracts in one envelope or

email. Each block should have an organizer who coordinates contracts and payments into the one envelope/email being forwarded to TNSAE.

### **Noise**

Public address, sound producing or amplifying devices that project sound beyond the exhibitor's space is prohibited.

### **Use of Space**

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear. Safety, fire exits and equipment must be left accessible and in full view at all times. No helium-filled balloons or popcorn machines are allowed. Perimeter booths are not to exceed 96 inches in height from the floor. Interior booths are not to exceed 60 inches in height from the floor.

### **Liability**

By exhibiting, exhibitor for and on behalf of itself, its employees, agents, and invitees, and each other, releases and waives any and all claims, demands or actions against TNSAE, Embassy Suites Nashville SE – Murfreesboro, and Fern Exhibition & Event Services and their respective officers, directors, employees, and agents resulting from any act or omission of exhibitor, its employees, agents, and invitees. In addition, exhibitor agrees to hold harmless and indemnify TNSAE, Embassy Suites Nashville SE - Murfreesboro, and Fern Exhibition & Event Services and their respective officers, directors, employees, and agents and each of them from any and all claims, demands or actions arising out of or as a result of any act or omission on the part of the exhibitor, its officers, directors employees, agents or invitees, and each of them, as a result of its exhibit or otherwise related to the TNSAE Tradeshow.

### **Security**

Insurance of booth contents and personnel is recommended. TNSAE does not insure exhibitor property. TNSAE shall use reasonable care during the hours of installation, the show and dismantling for the protection of the exhibitors' materials and displays. Beyond this, TNSAE, the show facility, their respective officers, directors, and employees or agents shall not be responsible for the safety or protection of the property of the exhibitor, its employees and agents for any cause.

### **Restrictions**

TNSAE reserves the right to prohibit or require the removal of any display or exhibit or any part of an exhibit which it deems not suitable or in accordance with these regulations or in accordance with acceptable professional ethics or prohibits for other reasons deemed necessary or appropriate by TNSAE Tradeshow Management. All exhibits shall conform in all respects to applicable safety, health and fire codes plus rules of Embassy Suites Nashville SE – Murfreesboro.

## **Cancellations**

Applicants who apply for space may cancel, in writing, prior to October 31, 2017, and receive a refund of their payment minus a 25 percent administrative fee. Applicants who cancel after October 31, 2017, will not receive a refund, regardless of cause. Cancellations must be submitted in writing to TNSAE.

## **Failure to Occupy Space**

Any space not occupied by 9 a.m. on December 5, 2017, shall be deemed forfeited by exhibitor and no refund shall be paid. TNSAE may reassign such space at its discretion without any obligation to the exhibitor.

## **Food and Beverage**

No food or beverage items, even in sample form, are allowed in exhibit booths without prior written approval. Please contact the TNSAE office for more information.

## **Exhibitor Decorator**

Furnishings, electrical, floral arrangements, or audio-visual needs may be ordered on forms provided in the exhibitor kit that will be provided by Fern Exhibit & Event Services. Scott Shepherd (615-256-0357, [sshepherd@fernexpo.com](mailto:sshepherd@fernexpo.com)) is the main contact for inquiries.

## **Admission**

TNSAE Tradeshow shall have sole control over all admissions. Badges must be work at all times.

## **Installation & Removal of Exhibits**

Installation of exhibits will be the afternoon of Monday, Dec. 4 and the morning of Tuesday, Dec. 5. Exact time frames will be provided in exhibitor kit.

No exhibits may be dismantled before 3 p.m. on Dec. 5. All exhibits must be dismantled or arrangements made for dismantling by Fern Exhibit & Event Services by 5 p.m. All materials and displays not dismantled or arranged for dismantling with Fern Exhibit & Event Services will be discarded.

A penalty of \$75 will be assessed on any company dismantling exhibit booth before 3 p.m. on Dec. 5.

## **Accommodations**

TNSAE has reserved a block of rooms for the show at the Embassy Suites Nashville SE – Murfreesboro at a rate of \$144 per night. To reserve a room, please call the Embassy Suites at 615-890-4464 or visit [www.murfreesboro.embassysuites.com](http://www.murfreesboro.embassysuites.com). To receive the group rate, use code TNSAE when registering.

## **Tentative Schedule**

### *Monday, Dec. 4*

12 – 4 p.m. Exhibitor Set-up

5 – 7 p.m. Networking Reception hosted by the Rutherford County CVB

### *Tuesday, Dec. 5*

8 a.m. Continental Breakfast

8:30 a.m. Continuing Education Sessions

11:30 a.m. Luncheon

1 p.m. Tradeshow

3 p.m. Grand Prize Announcements

3:15 p.m. Tradeshow Concludes

## 2017 TNSAE TRADESHOW APPLICATION

### CONTACT INFORMATION

Please list the name of the individual who is to receive future tradeshow correspondence from TNSAE.

Application Date: \_\_\_\_\_

Name/Title: \_\_\_\_\_

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

(as it should appear in all marketing)

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone & Email: \_\_\_\_\_

Website: \_\_\_\_\_

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

### BOOTH PERSONNEL

Two booth representatives are included in fee. Additional representatives may be registered for \$99 per person.

Name #1 as it should appear on badge: \_\_\_\_\_

Name #2 as it should appear on badge: \_\_\_\_\_

Name #3 as it should appear on badge: \_\_\_\_\_

All block contracts and fees must be submitted together. If applicable, please list "block name":

\_\_\_\_\_

Top Three Booth Preferences: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### EXHIBIT FEES & PAYMENT

Interior Booth: \$745 for TNSAE members, \$945 for nonmembers

Perimeter Booth: \$895 for TNSAE members, \$1,095 for nonmembers

#### Payment Information

\_\_\_ Check Enclosed in the amount of \$ \_\_\_\_\_ (Payable to: TNSAE)

\_\_\_ Charge Credit Card in the amount of \$ \_\_\_\_\_

\_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

\_\_\_\_\_  
Card Number


\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
CVC Code

Please submit form with payment to: TNSAE, PO Box 150344, Nashville, TN 37215.

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**TNSAE**  
Tennessee Society of Association Executives

Show Acronym or Name:  
Tennessee Society of Association Executives

Show Date:  
December 5, 2017

Facility Name:  
Embassy Suites Conference Center

Facility City, State:  
Murfreesboro, TN

Show Room Location:  
Mirabella Grand Ballroom Sections A-E

Account Executive:  
Scott Shepherd

Show Number:  
05-05149-17

Drawn By:  
Herman Bottoms

File Name:  
5149-5-17

Revised Date:  
9/1/2017 2:18 PM

Drawing Scale:  
1/32" = 1'-0"

**Notes:**  
Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, with respect to this floor plan, if the location of building components, tables or other architectural components of the room, is the sole responsibility of the exhibitor to verify the location and location of the facility to verify all dimensions.

**fern**  
125 Fernco Drive  
Nashville, TN 37207  
615-256-0357

