



## Virginia Association of School Superintendents

405 Emmet Street ♦ P. O. Box 400265 ♦ Charlottesville ♦ Virginia 22904 - 4265  
Phone (434) 924-0538 ♦ Fax (434) 982-2942

February 1, 2008

Dear Exhibitor:

The Virginia Association of School Superintendents (VASS) will sponsor the Annual Superintendents' Conference in Roanoke, Virginia, May 4 – 7, 2008, at the Hotel Roanoke. The conference participants will include school superintendents, central office staff, and VASS Business Affiliate Members. The Virginia Association of School Superintendents provides exhibit space for vendors during this conference. A variety of companies are being invited to attend.

Hollins Exhibits of Roanoke, Virginia, will handle decorations for the exhibit area by providing tables, pipes, electricity, and drapes, which are included in the cost of the booth. The booth size is 10' x 8'. If you need more space, we suggest you consider purchasing two booths. A corner booth is not guaranteed and is assigned on a first-come, first-served basis (by written confirmation only).

1. *Booth Size:* 10' x 8' – You will receive an information package from Hollins which includes other items such as tables and carpet that you may rent from them at a later date.
2. *Technology Needs:* Hollins will provide electricity to all booths. If you require other technology services please contact Hotel Roanoke directly or visit our website for a Vendor Technology Request Form to fill out and send to Hotel Roanoke.
3. *Booth Display Shipments:* All advance freight should be shipped to Hollins Exposition Services. The package(s) can arrive 30 days in advance and must arrive no later than Friday, May 2, 2008. Hollins will send out their Exhibitor Packet 30 to 45 days prior to the event. Please label your shipments as follows:

*(Company Name and Booth Number)*

For: VASS Annual Conference  
c/o: Hollins Exposition Services  
7615 Williamson Road  
Roanoke, VA 24019

4. *Exhibit days are:* Monday and Tuesday, May 5<sup>th</sup> and 6<sup>th</sup>, 2008.
5. *Exhibit Hall Times:* Breakfast, various breaks, a reception. A Casino Night and Auction will be held in the Exhibit Hall area (which will be expanded to accommodate the casino items) on Monday, May 5<sup>th</sup>. Please have your auction items available for participants to view at your booth spaces during this time. We also have a reception planned for Tuesday, May 6<sup>th</sup> from 5:30 p.m. until 7:00 p.m. Please refer to item #10 for more details on the Casino Night and Auction.
6. *Booth Set Up:* Starting at Noon on Sunday, May 4<sup>th</sup> until 10:00 p.m. on Sunday, May 4<sup>th</sup>. Please note that due to a social event that is held in the registration area (this is located out side the Exhibit Hall) Sunday evening between 6:30 and 8:00 p.m. you may wish to set up your exhibit around this time to take advantage of this networking opportunity.
7. *Booth Break Down:* Hollins will be on site at 9:00 a.m. on Wednesday, May 7<sup>th</sup>. Please have your display down by this time.
8. *Booth Fee and Payment Schedule:* \$700.00 for non-affiliate members and \$500.00 for affiliate members. (If you are interested in becoming a member of VASS please visit our website at: <http://vass.edschool.virginia.edu/>). Please return the enclosed contract and a non-refundable deposit of \$200.00 (or full payment) by March 1, 2008. You may fax the contract to us at (434) 982-2942 to reserve your booth space; however, if the deposit is not received by March 1<sup>st</sup> your reservation will be voided. The remaining payment must be received by March 14, 2008. After March 14<sup>th</sup> there will be no refunds. After processing your contract a copy of the signed copy of the document will be sent to you with your booth number information.

9. *Networking Opportunities:* Exhibit Hall breakfasts, Exhibit Hall reception, Casino Night and Auction (new this year), workshops, luncheons, banquets, and presentations.
10. *Casino Night and Auction, May 5<sup>th</sup>, 8:30 – 11:00 p.m.:*
  - a) If you would like to participate in this please refer to your Exhibitor Contract to send in a description of the item you plan to auction. Any changes to the auction item description must be made by: April 11, 2008. Ideas for auction items are: gift baskets, gift cards - \$50.00 or greater, weekend get-aways, services, iPhones, I pods, golf outings. You can always do a combination of items. Use your imagination and have fun with this.
  - b) The Auction Items should be displayed at your booth on Monday until 10:25. At 10:25 please bring your auction items to the Auction Table. The items will be auctioned off in no particular order.
  - c) The chips won from the casino portion of the Casino Night and Auction will be used to “purchase” the auction items.

What is included in this packet:

1. An Exhibitor Contract

Special Notes:

1. Please check our website periodically for updates to the program and other information. For example after this packet is placed in the mail there may be another event that you may attend that requires a separate registration form. I will send this out via e-mail but just in case you miss it or there is an issue with your e-mail address please our check our website: <http://vass.edschool.virginia.edu/> for updates.
2. Four (4) representatives from your company may attend the Annual Conference as an Exhibitor. Any one over this limit of four has to pay the \$150.00 registration fee.
3. Remember this conference is a great networking opportunity. Please take advantage of the various events you are invited to attend.
4. Upon receipt of your signed contract you will also receive your floor plan, booth assignment, and registration forms.
5. If you wish you may visit our website to view, print, fill out, and submit registration form(s). Here is the registration form breakdown.
  - a) A “general” Registration Form – this lists all the events that we plan to have that we need an attendee count on. We use this information to get an accurate attendee count to order food and beverages for our events. The “general” form should be sent back to the VASS office.
  - b) Other registration Forms – golf and perhaps other registration forms. Some of our events are sponsored by our Affiliate members. If you wish to participate in one or all of these events please fill out this form as well and send to the contact person listed on the individual forms.

It is our goal that our Exhibitors will not only benefit from our conference, but also enjoy themselves while they are with us. We look forward to hearing from you soon, and hope that you will decide to be with us in Roanoke.

Please check our website often to find Exhibitor information and the most current program information. If you have any questions please feel free to call or e-mail me. My contact information is listed below.

Sincerely,

Sybil S. Roberts  
Administrative Assistant  
Phone: (434) 924-0538  
Fax: (434) 982-2942  
Website: <http://vass.edschool.virginia.edu/>

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