

GENERAL INFORMATION

Minneapolis Convention Center
1301 2nd Ave S.
Minneapolis, MN 55404

Exhibitor Registration

Exhibitors are allowed three complimentary exhibitor registrations per 10ft x 10ft exhibit space.

Exhibitor Housing

Exhibitor housing information will be available on the NAEA website at www.arteducators.org/events/national-convention/exhibiting-with-naea

Exhibitor Setup

Wednesday, April 3, 8am - 6pm

Move-In Procedures

All exhibitors may gain admittance to the Exhibit Hall with their NAEA exhibitor badges. Installation and dismantle companies must procure special work badges. These work badges may be picked up at the loading dock area of the Exhibit Hall.

All booths must be set up by 6pm Wednesday, April 3. No booths may be set up the morning of Thursday, April 4.

Exhibit Hall Hours

Thursday, April 4: 10:30am-3:30pm

Friday, April 5: 10:30am-3:30pm

Saturday, April 6: 10:30am-2:30pm

Exhibitors will have access to the Exhibit Hall at 8am each day.

Exhibitor Move-Out

Saturday, April 6, 2:30pm-10pm

Exhibitors may begin to dismantle booths no earlier than 2:30pm Saturday April 6. All exhibits must be staffed and must remain intact until the official closing time. Empty crates and cartons will be returned once the aisle carpet has been cleared. It will take several hours for empties to be returned. For safety reasons, exhibitors are not allowed access to the empty-freight area. All exhibitors must clear the Hall by 10pm on Saturday, April 6.

Cancellations

All cancellations must be made in writing to the NAEA Exhibits Manager by December 31, 2023. A 50% deposit will be non-refundable. Cancellations received after December 31, 2023, obligates the exhibitor to full payment of the space or advertising fee; no refunds will be given after December 31, 2023.

Official Service Contractor

NAEA has selected The Expo Group (TEG) as the official service contractor to provide your company with the following services and products: audio/visual equipment, furniture, rental exhibits, carpet, labor, security, cleaning, material handling, signs, electrical, floral, and telecommunications.

All general questions regarding your booth space assignment, exposition operating procedures, service contractors, display rules and limitations, and exposition policies should be addressed to **Barbara Fett, NAEA Exhibits Manager**, at exhibits@arteducators.org.

Exhibit Hall Logistics and Standard Booth Equipment

The following items are included with your space rental fee.

1. All inline booths come equipped with 8ft-high back drape and 3ft-high side rail drape.
2. A 7in x 44in booth identification sign with the exhibiting company's name and booth number will be provided for all inline booths.
3. Each company will receive three complimentary exhibitor badges for each 10ft x 10ft exhibit space allowing access to the Exhibit Hall only. Additional badges may be purchased.

Additional Booth Requirements

Furniture and/or additional draping accessories, signs, electrical outlets, etc., are the responsibility of the exhibitor, and should be ordered and paid for in advance from official service contractor.

Material Handling and Shipping

Exhibitors may not ship directly to the Convention Center prior to Wednesday, April 3, 2024. Shipments sent directly to the Convention Center prior to Wednesday, April 3, 2024, will be turned away.

RULES AND REGULATIONS

Exhibit Hall Access

All exhibitors must have an official NAEA exhibitor badge in order to gain access to the Exhibit Hall. Exhibitors will be allowed access to the exhibit hall at 8am each day. Please refer to entries on this page for information on Exhibitor Move-In and Move-Out.

Character and Acceptability of Exhibits

All exhibits shall serve the interests of the members of NAEA, and be operated in a way that will not detract from other exhibits, the exhibition, or the Convention as a whole. NAEA endorses the creative use of art materials, but does not condone products or processes which encourage imitation, allow for no individuality, or are known to be harmful to the growth and development of children. Examples of specific products that cannot be approved because they are contrary to present beliefs in art education are: paint-by-numbers sets, coloring books, and molds and kits that provide patterns allowing for no individuality. NAEA asks exhibitors not to display such materials, and reserves the right to prohibit any exhibit which, in its opinion, is not proper. NAEA reserves the right to remove any exhibits or parts thereof that are believed to be injurious to the Association.

Construction, Installation, and Use of Exhibits and Exhibit Facilities

The regulations listed are presented to create and maintain an open atmosphere on the exhibit floor. Exhibits must conform to the space specified in the Exhibit Space Agreement and to all display rules as set forth by NAEA.

Presentations or product demonstrations must be set into the booth back from the aisle to allow for chairs and standing room within the booth area to accommodate booth attendees.

Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished sides or end panels, must be draped at the exhibitor's expense. NAEA reserves the right to determine whether draping must be provided.

Inline Booths

The minimum exhibit space is 10ft x 10ft. NAEA will provide the standard draped booth consisting of 10ft of 8ft-high back drape and 10ft of 3ft-high side drape.

All display materials and equipment should be arranged so as not to obstruct the sightlines of neighboring exhibitors. A maximum height of 8ft is allowed in the back 5ft of the booth space, with a 4ft-height restriction placed on objects in the front 5ft of the booth. Equipment may exceed the 4ft-height limit imposed on the front half of the booth, provided that it does not exceed 8ft in height and does not obstruct the view of adjacent booths.

An island booth is a minimum of 400 sq.ft. with an aisle on all four sides.

Island booths should be constructed to allow an open sightline enabling an attendee to view the surrounding exhibit area through the island booth. Walls or other barriers along the perimeter of the booth that prevent an open sightline to neighboring booths are prohibited.

The height of an island booth may not exceed 16ft from the floor to the top of any structure, including hanging signs.

Exhibitors with island booths must submit a floor plan for approval to the NAEA Exhibits Manager by February 15, 2024. These plans must include any hanging signs.

Restrictions on Use of Space

No exhibitor shall sublet, assign, or share any part of the allocated exhibit space without the written consent of NAEA. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display, signs, solicitation, or distribution of promotional materials.

Exhibit signs or displays are also prohibited in meeting facilities and guest rooms or hallways of the hotels, unless approved by NAEA and the hotel in advance of the Convention.

Noise and Sound

Any audio/visual equipment shall be operated within a booth only at a level that will not interfere with other exhibitors. NAEA reserves the right to ask any exhibitor to lower the sound of audio/visual equipment in a booth.

Cleaning

All aisles will be cleaned daily. Trash produced as a result of an exhibitor emptying samples must be maintained within the booth area. Trash bins will be provided in the Exhibit Hall for convenience. Trash MAY NOT be placed in the aisles or the floor area once the Exhibit Hall is opened on Thursday, April 6.

Labor

Exhibitors shall employ only accredited labor personnel for all work in accordance with local labor regulations. Information regarding the local labor regulations will be provided online in the Exhibitor Service Manual.

Fire and Safety Regulations

All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations, as well as those of the National Board of Fire Underwriters Building Code. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the Fire Department of Minneapolis.

Care of Building and Equipment

The exhibitor or his/her agent shall not damage or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture rented in the booth. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

Use of Copyrighted Music

Any exhibitors wishing to use copyrighted music must obtain their own license agreement through the proper licensing agent, e.g., ASCAP or BMI.

Use of NAEA Identity

The names, trademarks, service marks, and logos of NAEA may not be used in any advertising or publicity, or otherwise to indicate NAEA's sponsorship of or affiliation with any product or service, without NAEA's expressed written permission.

Photography Rights

NAEA reserves the right to capture any images of all Exhibit Hall booths and exhibitors on site. Images may be posted on the NAEA website and used in printed promotional pieces.

Liability

Neither NAEA, city of Minneapolis or its properties, the official contractor, the employees, officers, agents, directors, or representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, upon signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense from personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

NAEA Exhibitor Guidelines on Preventing Cultural Appropriation

Exhibitors should read and adhere to the NAEA Exhibitor Guidelines on Preventing Cultural Appropriation. [See the Guidelines here.](#)