



Welcome to the Revolution

**2010 JOINT
MEETING &
TRADE SHOW**

**APRIL 11 - 13, 2010
SARATOGA SPRINGS, NY**



Jointly Sponsored by the College
Stores Association of New York State
and Campus Stores of New England

Welcome to the 2010 Joint Meeting & Trade Show!

Meeting Chair, Evan Koster of The Cotton Exchange



Character, history, and charm are just a few of the reasons Saratoga was named as one of **America's Dozen Distinctive Destinations** by the National Trust for Historic Preservation.

"CSA-NYS/CSNE Joint Meeting & Trade Shows have provided a learning environment year after year for my staff. It is an event where we can network with our peers, inspire new staff to become leaders, meet to foster a curiosity for innovative possibilities — all at a minimum cost and all under one roof. I would recommend it to everyone in the industry."

— Victoria A. Brondum,
Colgate Bookstore Director



Schedule of Events (Subject to Change)

SATURDAY, APRIL 10, 2010

Registration	3:00pm - 5:00pm
First Timers Reception	5:00pm - 5:30pm
Opening Night Networking Reception	5:30pm - 6:30pm
Dine Around Saratoga!	6:30pm - 9:30pm

SUNDAY, APRIL 11, 2010

Registration	7:00am - 5:00pm
Associations' Business Meeting Breakfasts	7:45am - 8:45pm
Customer Service - How To Keep Customers Rushing Back for More!	9:00am - 10:30am
Morning Refreshment Break	10:30am - 10:45am
Pop Up Stores	10:45am - 12:00pm
Staying Competitive in the Textbook Marketplace	10:45am - 12:00pm
Creating Podcasts to Market Your Store	10:45am - 12:00pm
Prep School Store Issues	10:45am - 12:00pm
How to Market to People Not Like You	10:45am - 12:00pm
Exhibitor Setup	12:00pm - 5:00pm
Author Luncheon	12:00pm - 1:30pm
Welcome to the Revolution	1:30pm - 3:00pm
Afternoon Refreshment Break	3:00pm - 3:15pm
Using Social Networks to Market Your Store	3:15pm - 4:30pm
Global Markets & Free Trade	3:15pm - 4:30pm
Textbook Rentals	3:15pm - 4:30pm
Loss Prevention 101: Protect Your Assets	3:15pm - 4:30pm
Communicating the Value of the Independent Store to Your Institution	3:15pm - 4:30pm
Cocktail Reception	6:00pm - 7:00pm
Recognition Banquet	7:00pm - 9:00pm

MONDAY, APRIL 12, 2010

Registration	7:15am - 12:00pm
New Products/Services Breakfast	7:45am - 8:45am
TRADE SHOW!	9:00am - 4:00pm
Morning Refreshment Break	10:00am - 10:30am
Show Lunch	12:00pm - 1:30pm
Afternoon Refreshment Break	2:30pm - 3:00pm
Show Raffle Winners Announced	3:45pm - 4:00pm
CSA-NYS Business Meeting of the Members	4:00pm - 5:00pm
Reception	6:00pm - 7:00pm
Fun Night Dinner	7:00pm - 9:00pm

TUESDAY, APRIL 13, 2010

"Birds of A Feather, Flock Together" Breakfast	8:00am - 9:00am
Best Practices Idea Exchange - Family Feud Style!	9:00am - 10:30am

Vendors: News You Can Use

Early Registration Due	March 12, 2010 - to register use the registration form in this packet or visit our web site www.csanys.org or www.csne.net and click on the registration link. Note: Companies looking to be placed next to or away from other companies need to register by February 15, 2010 and indicate all placement requests where asked on the registration form. In addition to booths, meals, lists and sponsorship may be secured with your registration.
Hotel Registration Due	March 2, 2010 - Call 888-866-3596 and use our group code of ADAZ to receive our discounted group rate of \$110 a night
Show Set-up	Will only be available on Sunday, April 11, 2010 from 12:00pm - 5:00pm. Please plan your time and booth setup staff accordingly. For security reasons, no vendors will be allowed on the show floor after 5:00pm.
Show Hours	Monday, April 12, 2010, 9:00am - 4:00pm
Booth Information	Size: 10 ft wide x 10 ft deep Each single booth purchased includes: 8' high back wall, 3' high side drape, 1 - 8 ft. skirted table, 2 chairs, 1 wastebasket, 1 ID sign. The show floor is linoleum. Maximum number of reps per booth purchased is 5. Unless you are a first time prospective vendor who is paying \$50 for an escorted 1/2-hour walk thru w/guest badge, all vendors attending the Joint Meeting & Trade Show must be exhibiting.



"I'm looking forward to the Joint Meeting & Trade Show. I have a list of customers I haven't been able to see because of time restraints, gas prices and increased workloads for all of us. It is great to touch base with old friends and meet with new ones."

— Don Gibson, Owner, Little Dog Sales

Booth Pricing	\$395 for members; \$525 for nonmembers; \$45 more for premium corner placement
Show Decorator	Clifton Park Rental is the show Decorator & Drayage Co. Their phone number is 518-877-7449. Exhibitor Services Kits are available in the vendor registration area on our web sites. Contact the Joint Meeting Office at 978 250-9847 if you do not have web or e-mail access and need a kit faxed to you. Shipments must be made to Clifton Park Rental. See your kit for details on shipping, ordering utilities and booth extras.
Show Floor Plan	Please see the Show Floor Plan in this brochure.
Show Tear Down	Monday, April 12, 2010 (After 4:00pm)
New Products/ Services Breakfast	<p>Get additional exposure for your company by signing up for a 3-minute presentation at our New Products/Services breakfast! No cost to participate but you must purchase a breakfast ticket. A very limited number of slots are available - first come.</p> <p>Only 1 presentation slot allowed per company. Presentations MUST focus on NEW products and services.</p>
Preview Books	<p>Vendors who register by the early registration deadline of March 12th will have their company information included in the Show Preview book, which is e-mailed to store members and all other store registrants prior to the show.</p> <p>Note: Registered vendors will be posted to our web sites starting in February.</p>
Attendee Lists	Hard copy attendee lists are handed out on site. For additional marketing and show preparation, you may purchase Pre-Show (sent Mid-March) or Post-Show (sent Mid-April) attendee lists. The lists will be e-mailed to those who purchase them as an Excel attachment. They will include contact names, titles, store names, institutions served, addresses and fax numbers.
Tips for Having a Great Show!	Check out the Exhibitor Tip Sheets on the Vendor Registration pages on our web site for great tips on increasing your chances of having a successful and productive show.
Guests	There is no registration fee for guests who don't work in the industry (ie. they don't work for your company or at a college/prep school or a potential exhibiting company) but they must be badged. Please indicate "guest" in the title line on the registration form. Adult guests are welcome at any of the Super Regional events - no children in sessions or show.
Dress	Dress for the Joint Meeting is business casual except for the Monday evening banquet which is semi-formal. We encourage you to bring a jacket or sweater that you can remove if you find the room warm and keep on if you find it cool.

Marketing Opportunities

The associations are looking for sponsors, advertisers and in-kind donations for our Joint Meeting & Trade Show! This is a great way to increase your company's visibility as well as the visibility of your products and services with your customers and prospects!

In exchange for your sponsorship, you will receive:

Platinum Level (\$2,500 or more)

- » All the benefits of Gold Level sponsorship
- » First choice of booth assignment (must be made by February 15, 2010)
- » One set each of CSNE and CSA-NYS Store Member mailing labels (to be used only once)
- » Full page black & white advertisement in the meeting program

Gold Level (\$1,000 - \$2,499)

- » All the benefits of Silver Level sponsorship
- » Your choice of 2-3 Minutes of podium time or recognition at the event
- » Banner or signage placement rights at your choice of sponsored events (events assigned first come)

Silver Level (\$500 - \$999)

- » All the benefits of Bronze Level sponsorship
- » Your company logo in CSNE and CSA-NYS's Newsletters
- » Your company logo on sponsor list on the CSNE and CSA-NYS web sites



*Lincoln Bath House,
Saratoga Springs*

Bronze Level (\$250 - \$499)

- » Your company's name on CSNE & CSA-NYS's web sites & in their newsletters
- » A certificate of appreciation presented to you at the banquet at the event
- » Recognition at the dinner the evening before the trade show
- » Sponsor ribbon to wear on badge at the meeting
- » Recognition in the meeting program
- » The possibility of a photo or other recognition in the associations' newsletters

You can sign up for a sponsorship with your registration. If you have any questions on marketing opportunities or interest in making an in-kind donation, please call **978-250-9847**.

If interested or if you have any questions or need more information on the meeting, please contact CSNE's Executive Director, Pam McKenna, CAE, **978-250-9847**.

In-Kind Donations

The committee is seeking 350 pens, gifts for our speakers, prizes for our Best Practices Idea Exchange

Thank you for your support!

- » Saratoga is home to **more than 10 museums** including three national museums. Explore dance, the military, automobiles and more in Saratoga.



Show Incentives

Vendors, a great way to generate traffic to your booth is through show incentives. We want to make sure the stores know about any show incentives you are offering! Please complete any parts of this form that apply, or e-mail your info to Karen Murphy, **Karen@McKennaMgt.com**. The deadline to have your Show Incentive included in the Show Preview Book and Final Program is March 12th.

Show Special(s):

The associations are happy to reproduce up to 1 single sided 8.5" x 11" show special for you to be given to all store attendees at NO CHARGE. You must e-mail it Karen Murphy, **Karen@McKennaMgt.com** and clearly state, in the special itself, that it is for the Joint Meeting & Trade Show. **Don't forget to include your company's name** as it appears on your registration form/our membership records in your show special! If you don't want us to reproduce your submission, you may provide your show special information below and send to the Joint Meeting & Trade Show Office with your registration form. We will type it & include it:

Company Name as Appears on Registration Form: _____

Give-A-Way:

Our company will be giving away the following in our booth:

Company Name as Appears on Registration Form: _____

Raffle(s):

Our company will be giving away the following in our booth:

If your item's value is over \$50 and you would like the associations to announce your raffle over the sound system, please write the time that you would like a committee member to visit your booth, pull the winner and announce your company's name and prize. The winner will be directed back to your booth to pick up their prize.

Company Name as Appears on Registration Form: _____

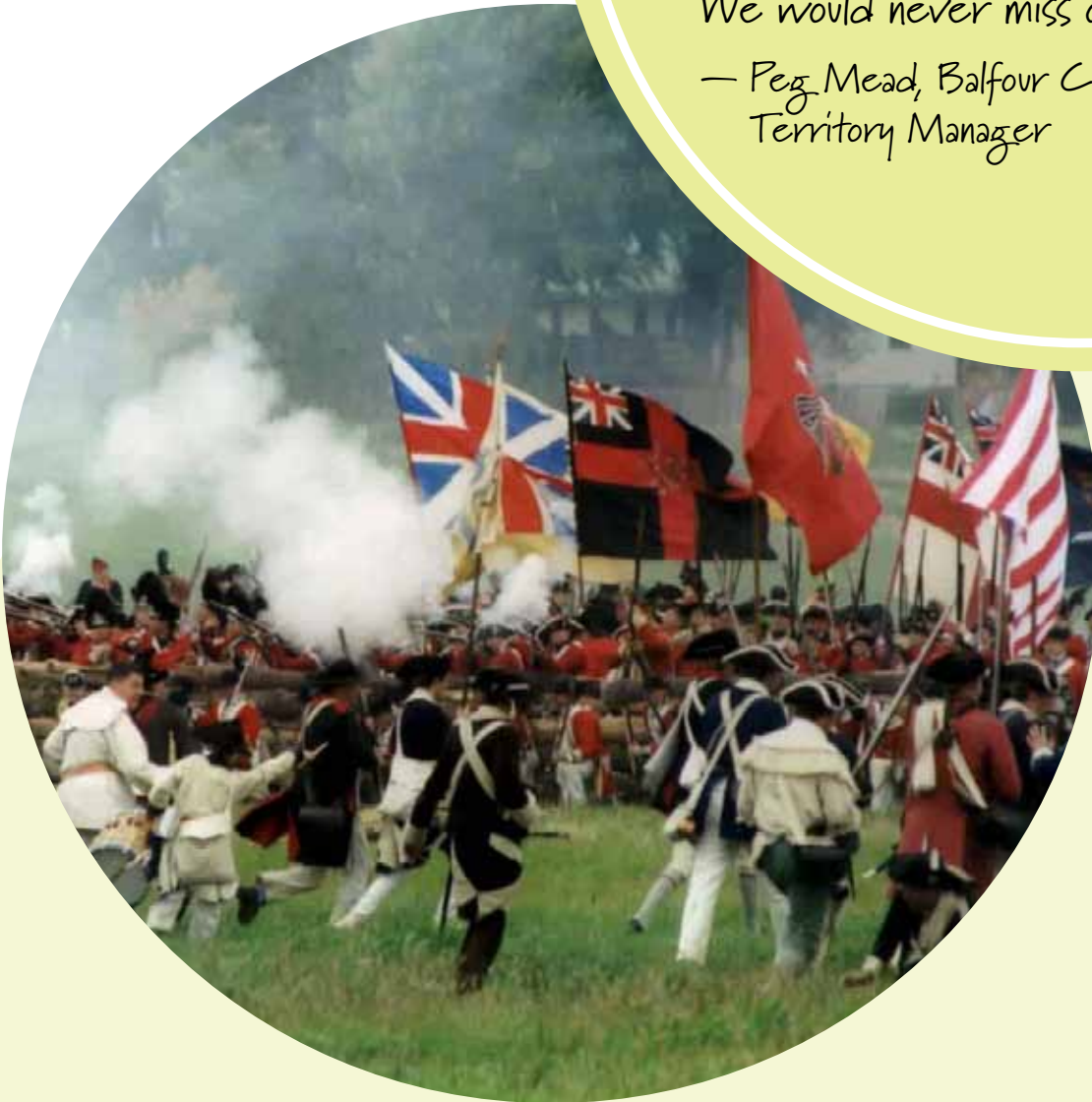
If prize is over \$50, time(s) to be announced: 11:00am 2:00pm 3:45pm

Must be present to win? Yes No

Thank you! Please call the Joint Meeting & Trade Show Office, **978-250-9847** with any questions.

“There is no better opportunity to see your customers than at the association shows. People are relaxed and open to new ideas and products. We would never miss one!”

— Peg Mead, Balfour College,
Territory Manager



Named one of the fifteen most decisive battles in world history, the **Battle of Saratoga** helped shape our nation. Visit Saratoga and discover Saratoga National Historical Park, where history remains preserved for our generation.

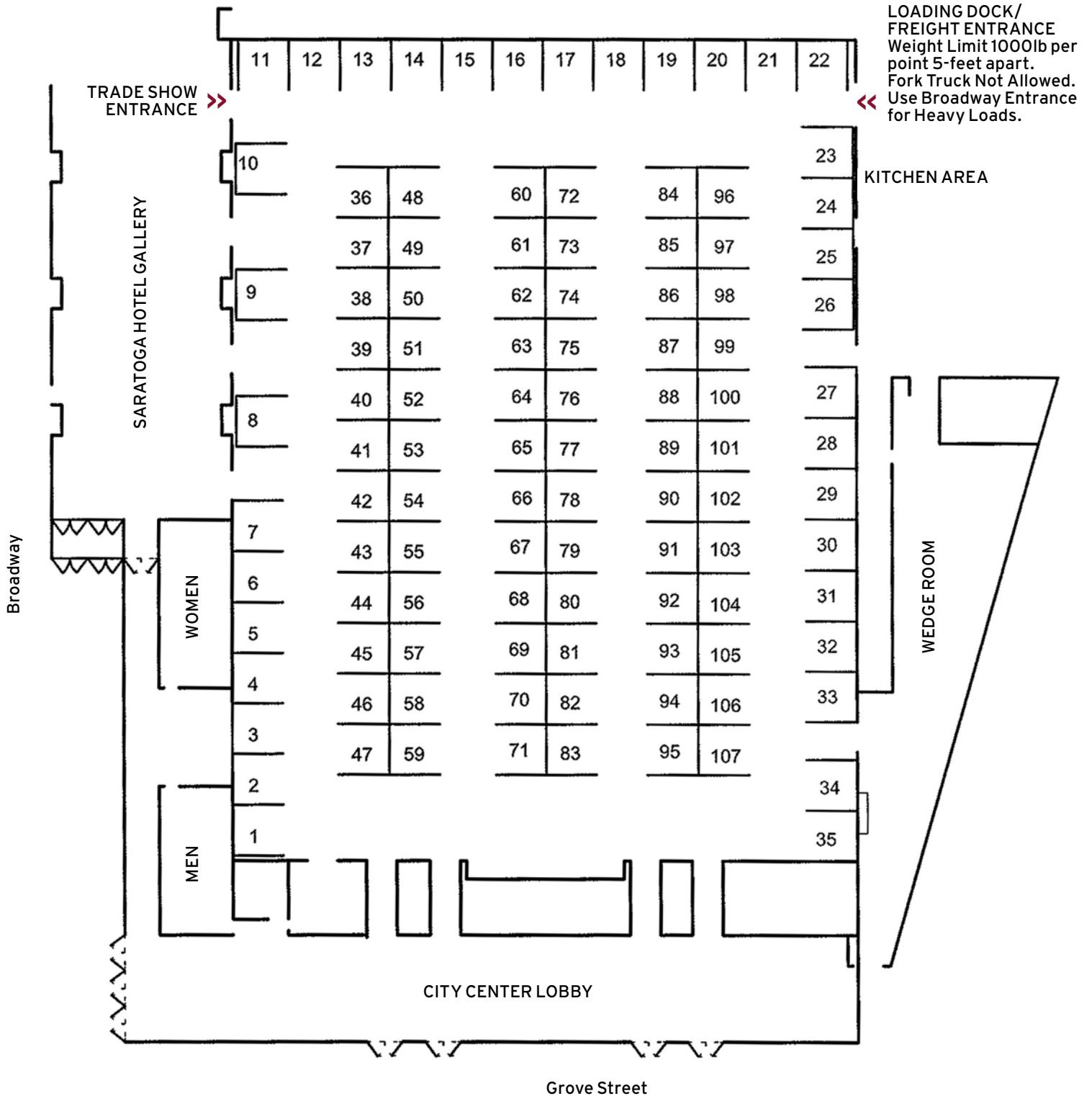
2010 Show Floorplan

Saratoga City Center

522 Broadway, Saratoga Springs, New York 12866

Phone: 518-584-0027; Fax: 518-584-0117

107 - 10 x 10 booths



Companies who Exhibited in 2009

Activewear Unlimited, Inc.
Advance Specialties
Alexander Supply
AMA Incentives
American Traditions Basket
Apple Inc.
ASH CITY
ATCO Systems, Inc.
Balfour
Barbarian Rugby Wear
BEARHANDS & BUDDIES
BlueRaven Technology, Inc.
Bolduc's Apparel
Book Drives, Inc.
Boxercraft Incorporated
Budgetext Corporation
Burt's Bees
C&A Sportswear
C2F, Inc.
Caddy Concepts, Inc.
Camp David, Inc.
Campus Crystal
Campus Customs
Canadian Collegiate Supply
Canyon Outback Leather Goods, Inc.
Cengage Learning
Champion Custom Products
Chilton Laboratories
Church Hill Classics
Class Quotes
Clear Solutions
Clear View Bag
Comet School Supplies, Inc.
Commencement Flowers
Components, LLC
Connect2One
Corman & Associates
Cote-Uniflex Bag Co.
Cotton Exchange
CrystalWear Apparel
CSI International, Inc.
D&H Distributing
David M. Rapport, Mfg. Rep.
DeFluris Fine Chocolates
Dodger Industries
Dubwear
Earth Divas
EMERSON STREET
Enjoy The City
Enviro-Tote, Inc.
Follett Higher Education Group
Forbes Photographics
FOUR POINT PRODUCTS
Framing Success
Franklin Fixtures
GameWear
Gear For Sports
Giantmicrobes, Inc.
Gill Sports by Carl Banks
GreenSmart
Gulbenkian Swim, Inc.
Guyot Designs
Hamilton Bell Co., Inc.
Harrow Sports
Herff Jones, Inc.
HERITAGE BRASS
Highland Beef Farms
HPI International, Inc.
ICM Distributing Company
ICS
In the Clutch
ITM, Inc.
J. AMERICA SPORTSWEAR
JA Majors
JAFFE ASSOCIATES LLC
JanSport, Inc.
Jardine Associates
Jayes by Malabar Bay
Jordan Worldwide, Inc.
Jostens
Keezer Sportswear
Kiss My Face Corp.
LAD Custom Publishing
Legacy Athletic
LevelVision
Lexi-Comp, Inc.
Little Dog Sales
Matthews Book Company
MBS Textbook
Midwest College Marketing
Group, Inc.
mitt-minders
MJ Soffe
MV SPORT
MY U
NACSCORP
Nebraska Book company
NEIL ENTERPRISES
New Jersey Books
NewEnglandPicture.com
Nordic Company, Inc.
Northeast Supply, Inc.
Oak Hall Cap & Gown
OGIO
OneCoast Collegiate Team
OSM, Inc.
ouraysportswear.com
Paper House Productions
PartnerShip
Pearson Education
Plantronics
PRIDE SASH
R.F.S.J., Inc.
Rapp's Packaging
RATEX Business Solutions, Inc.
REA - A Courier Corp.
Regal Poly-Pak
Rittenhouse Book Distributors, Inc.
Roaring Spring Paper Products
Robinson Home Products
Saltwater Canvas
Screamer Hats
SDA
Second Wind Sales
Service Wholesale, Inc.
Showbest Fixture Corp.
Siriani & Associates, Inc.
SLS Arts
South Eastern Book Company
Spirit Products Ltd
Storm Duds Raingear
Sutter's Mill Specialties
Tchotchke's
The Belted Cow
The Game
The Great Elephant Poo Poo Paper Co.
The Pennacle Group
Third Street Sportswear Mfg., Inc.
Tichenor College Textbook Company
TMC
Toegoz, Inc.
Top Flight, Inc.
Total Computing Solutions
Turfur Sport
Twins Enterprise, Inc.
Under Armour
University Cap & Gown Co., Inc.
University Frames, Inc.
Used Textbook Association
Vantage Apparel
Vermont Designs Unlimited
Vermont Originals
Vineyard Vines
Weisel Associates, Inc.
Write Way Dist. Inc.
XanEdu

Hotel Information & Directions

The Saratoga Hilton is located at 534 Broadway, Saratoga Springs, NY

We have reserved a block of overnight rooms for this meeting at the 4-star Saratoga Hilton, Saratoga Springs, NY at a discounted rate of just \$110 a night single/double. To reserve your room, please call **888-866-3596** by **March 2, 2010** and use our group code of **ADAZ** or say you are with College Stores Association to receive our discounted group rate. All educational sessions and group events will take place at The Saratoga Hilton and the trade show will take place at the Saratoga City Center which is connected to this hotel.



Refreshingly modern style and full-service features set The Saratoga Hilton apart from each and every one of the surrounding Saratoga hotels. Witness the dramatic transformation of this familiar landmark, located in the heart of the downtown along Broadway - the town's main thoroughfare. Prepare for an enjoyable visit at this classic Saratoga New York hotel, surrounded by a host of features, including:

- >> Onsite restaurant and lounge
- >> 46,000 square feet of event / banquet space
- >> Business center
- >> Heated indoor swimming pool
- >> Fitness center
- >> 212 boutique-style guest rooms

Experience a full range of conveniences at this full-service luxury hotel in Saratoga, New York including:

- >> Wireless Internet access
- >> Complimentary newspaper
- >> Express check-in / check-out
- >> Concierge service, available seasonally
- >> Laundry and valet services
- >> Safe deposit box
- >> Bell service
- >> 24-hour front desk
- >> Video check-out available
- >> Wake-up service available

Driving Directions

From South: Take New York State Thruway (I-87 North) to exit 24. Take Adirondack Northway (I-87) to exit 15. Turn left off exit. At the 5th traffic light, turn left onto Rock Street. At stop sign turn right onto Maple Ave. The hotel parking lot will be on your right.

From East: Take Mass turnpike-West to New York Thruway, take exit B-1 (I-90 Bypass) to I-787 North for about 6 miles to Route 7-west for about 2 miles to Adirondack Northway (I-87) for about 22 miles to exit 15. Turn left off exit. At the 5th light, turn left onto Rock Street. At stop sign turn right onto Maple Ave. The hotel parking lot will be on your right.

From West: Take New York State Thruway (I-90 East to exit 24). Take Adirondack Northway (I-87 North) to exit 15. Take left at exit. At the 5th light turn left onto Rock Street. At stop sign, turn right onto Maple Ave. The Saratoga parking lot is on your right.

From North: Take Adirondack Northway (I-87 South) to exit 15. Take right at exit. At the 4th light turn left onto Rock Street. At stop sign, turn right onto Maple Ave. The hotel parking lot will be on your right.

From Albany International Airport (ALB): Turn left out of the airport parking lot onto Albany-Shaker Road. Drive about 1.5 miles to the Adirondack Northway (I-87). Take I-87 North to exit 15. Turn left off the exit. At the 5th light, turn left onto Rock Street. At the stop sign, turn right onto Maple Avenue. The hotel parking lot will be on your right.

From Albany / Rensselaer Amtrak Train Station: Take East St. south to Adams St., and make a left. Turn right at Third Avenue. Take the I-787 ramp north to Troy. Take Route 7 West, exit 9W, to the Adirondack Northway (I-87). Follow to exit 15, Saratoga Springs. Turn left off the exit. At the fifth traffic light, turn left onto Rock Street. At the stop sign, turn right onto Maple Avenue. The hotel parking lot will be on your right.



Registration Form (Page 1)

2010 Joint Meeting & Trade Show

Name for badge: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web Site: _____

Products/Services: _____

Place booth next to: _____ Away From: _____

In 25 words or less, tell us why stores should visit your booth: _____

REGISTRATION FEE: (Per 10 x 10 Booth and include booth package and badges for up to 5 reps)

On or Before March 12, 2010

- Member \$395
 Non-Member \$525

After March 12, 2010

- Member \$445
 Non-Member \$575

Each booth includes 1 buying show lunch & up to 5 badges

Corner booth - add \$45 (limited # available)

Per Booth Registration Fee: \$ _____
\$ _____

MEALS:

Circle your choices for our group meals here.

Saturday, April 10

First Timers Reception Free

Saturday, April 10

Welcome Reception \$25

Saturday, April 10

Dine-A-Round Dutch Treat

Sunday, April 11

Associations' Business Breakfasts \$22

Check one: CSNE CSA-NYS

Sunday, April 11

Author Luncheon \$30

Sunday, April 11

Recognition Banquet \$50

Monday, April 12

New Products/Services Breakfast \$25

Monday, April 12

Show Lunch \$15

Monday, April 12

Fun Night Dinner \$50

Check one: Chicken Saltimbocca

Block Island Swordfish Vegetarian

Tuesday, April 13

"Birds of A Feather Together" Breakfast \$20

Register for ALL Meals and deduct \$25 from your total

-\$25

Diet Restrictions? _____

Vegetarian? _____

Total Meals: \$ _____

Name for badge: _____

Continued on next page >>

Registration Form (Page 2)

PRE-REGISTRATION:

- Check here if you would like a 3-minute presentation slot in our New Products/Services Breakfast (must purchase a ticket to this breakfast to present, limited number of spots available)
- Check if you are a first timer
- Check if you have a disability and may require accommodations to fully participate (Please attach details on your needs with your registration)

MARKETING OPPORTUNITIES:

More details on the following can be found in your registration packet

Add \$25 for a Post Show Store Attendee List (See "Vendors: News You Can Use" for details) \$ _____

Add \$25 for a Pre Show Store Attendee List (See "Vendors: News You Can Use" for details) \$ _____

Sponsorship (Optional - See Marketing Opportunities for details) \$ _____

Total for this registration: \$ _____

Totals from other attendee's forms: \$ _____

Grand Total: \$ _____

>> Registration is per company, each individual must register (for a badge) and all meals must be purchased a-la-carte.

>> Maximum of 5 badges per 10 x 10 booth, corners are \$45.

PAYMENT:

If paying by check, make payable to College Stores Association of New York State.

I authorize College Stores Association of New York State to charge my credit card below for the Grand Total above: _____

MasterCard/Visa/American Express

Card Number: _____ Security Code: _____ Expiration: _____

Authorized Cardholder Signature: _____

Please Print Authorized Cardholder's Name: _____

Credit Card Billing Address: _____

Fax registration with payment to: **978-250-1117**

Or mail to: CSA-NYS, c/o McKenna Management, Inc., 6 Boston Road, Suite 201, Chelmsford, MA 01824

CONFIRMATION:

Online registrations are confirmed immediately! All hard copy registrations are confirmed within one week of receipt.

Contact us at **978-250-9847** if you don't receive a confirmation. Badges and meal tickets will be given out at registration on site. Booth assignments will be made starting the end of February.

POLICIES:

By registering for this meeting, I agree to comply with the Joint Meeting & Trade Show policies and procedures and understand the contact information I provide on this registration form will be published & distributed in meeting handouts. I also understand the associations may photograph me and use the photographs in association publications/web sites.

Sorry, no refunds after March 12, 2010. Cancellations are subject to a \$25 processing fee.

POLICIES AND PROCEDURES – JOINT MEETING & TRADE SHOW

College Stores Association of New York State, Inc. (CSA-NYS) and Campus Stores of New England, Inc. (CSNE) invites you to exhibit and participate in our Joint Meeting & Trade Show which will be held April 11 - 13, 2010 at the Saratoga Hilton and Saratoga Springs City Center in Saratoga Springs, New York. To insure this meeting is a successful, professional experience for all involved, we have adopted the following policies.

REGISTRATION/PAYMENT: Registrants for this meeting and its associated events including but not limited to the educational sessions and/or trade show hereby agree to abide by our policies as outlined herein. Vendors must be members of one or more of the two sponsoring associations (CSNE, CSA-NYS) and/or MACS to register at the member rate. Registrations will be considered complete when our office has received all necessary forms and payment. Only complete registrations will be assigned booth space, given badges and meal tickets, and allowed entrance to any portion of the meeting/trade show. Registration and payment will be accepted online and by fax and mail. No phone registrations. All company identification (booth sign, program listing, badges) will bear the company's name as listed in one or more of the associations' membership databases. Booth sharing is not allowed. Due to the difficulty involved in adding late registrants, cutoff dates and registration/booth pricing will be enforced. Name badges will be given to all registrants and will be required for admittance to all meeting/show events. No group meals will be ordered for anyone without payment. A limited number of group meals will be available for purchase on site. All fees related to bounced checks and/or charge backs will be the responsibility of the registrant.

CANCELLATIONS: All cancellations must be in writing. No cancellations will be accepted or refunds given by the associations after March 12, 2010. In the event of cancellation due to fire, strikes, weather, war, terrorism, labor disputes or other events beyond the control CSA-NYS, CSNE, their partners, agents and/or McKenna Management, Inc. shall not be held liable for failure to hold the meeting or associated events including but not limited to the show and sessions.

HOTEL: Members are responsible for making their own hotel reservations. The Saratoga Hilton has their own policies and interested parties are hereby referred to them.

INTERPRETATION AND AMENDMENT: The interpretation of the policies outlined in this document shall be the final responsibility of the Joint Meeting & Trade Show Office. CSA-NYS and CSNE reserve the right to make amendments to these policies.

HOSPITALITY/SOCIAL: Organizing functions in conflict with scheduled events is prohibited. Private entertaining during scheduled events is strongly discouraged.

EXHIBIT ATTENDANCE: Exhibits must be attended at all times during the Trade Show. The maximum number of reps per booth is 5.

SUBLETTING OF EXHIBIT SPACE: Exhibit space shall not be sublet.

EXHIBIT DISPLAYS & ASSIGNMENTS: Displays shall conform to guidelines set forth by the Joint Meeting & Trade Show Offices, the Saratoga Springs City Center and Clifton Park Renta. There will be no interference in the visibility of neighboring exhibits. No displays are permitted in hotel suites or rooms. If there are any questions about whether or not a planned display is acceptable, please ask for clarification from the Joint Meeting & Trade Show Committee Chair, Evan Koster.

Booth space will be assigned on a first come first served basis. We may not be able to accommodate all interested vendors. Booth assignments are made by the Joint Meeting & Trade Show. The Committee will make every effort to honor registrants' requests regarding placement. Vendors wishing to be placed next to other vendors must register at the same time. The Committee reserves the right to reassign the booth space of any vendor who has not begun booth setup by 3:30 PM on Sunday, April 11, 2010. In such instance, no refunds will be given. Vendors are NOT permitted to break down their displays prior to the end of the trade show. Failure to observe these or other Joint Meeting policies may jeopardize future booth placement.

FIRE AND OTHER LAWS: Federal, state and city fire and other laws must be strictly observed. Cloth and other decorations must comply with fire department and underwriters rules. Exhibitors must not block aisles and fire exits. No anti-trust violations will be tolerated.

LIABILITY AND INSURANCE: The Saratoga Springs City Center, Saratoga Hilton, Clifton Park Rental, CSA-NYS, CSNE, and McKenna Management Inc. will not assume responsibility for the safety or the property of the exhibitors or other attendees from theft, damage by fire, accident or other causes which may occur while the exhibitor/attendee has use of the facilities. Exhibitors/attendees are cautioned to exercise prudent judgment in the protection of all goods, merchandise & other items. Exhibitors/attendees wishing to insure their goods must do so at their own expense.

DAMAGES: CSA-NYS, CSNE and/or McKenna Management Inc. shall not be responsible for injury that may occur to an exhibitor or his/her employees or representatives or attendees. The exhibitor shall be responsible for providing insurance against loss and/or injury resulting from the exhibitor's participation in the meeting. If an exhibitor damages the building, he/she shall reimburse whoever is owed for the cost of repairing such damage.

SELLING: Selling or canvassing customers and the distribution of samples, leaflets or other advertising/promotion materials may only be made from the exhibitor's booth. It is considered unethical to entice customers from the booth of another exhibitor. No retail sales allowed. Industry licensing compliance is required. Legal action and/or taxes, fines, penalties related to the aforementioned will be the responsibility of the offending vendor.

NOISE/LIGHTS/AUDIO & VIDEO: Flashing lights and loud noises, including music that interferes with other exhibitors positive show experience, are not permitted. Audio and video of any portion of the Joint Meeting & Trade Show may be allowed only under a written application to the Joint Meeting and Trade Show Office and with the permission of our office and those being recorded.

CHILDREN: Children are not permitted on the show floor or in sessions. Parents are responsible for supervising children at all events related to the Joint Meeting & Trade Show, especially those with alcoholic beverages.

ALCOHOL: There will be alcoholic beverages at the associations' evening receptions and meals. CSA-NYS, CSNE and McKenna Management, Inc. encourage responsible drinking. CSA-NYS, CSNE and McKenna Management, Inc., will not be responsible collectively or individually for any incidents, legal/insurance action and/or payments resulting from excessive consumption of alcoholic beverages.

CELL PHONES: Please refrain from talking on cell phones during any Joint Meeting presentations. Please set cell phones to silent or off while attending any Joint Meeting & Trade Show Presentations.

PROFESSIONAL CONDUCT: The Joint Meeting & Trade Show is a professional event. Attendees and/or exhibitors who display what we consider to be very unprofessional behavior will not be allowed to attend or exhibit at this event and such behavior will be reported to the appropriate boards.

INDEMNIFICATION: Registrants agree to hold CSA-NYS, CSNE, their partners, and McKenna Management Inc harmless for any and all legal action related to exhibiting/attending the Joint Meeting & Trade Show.

Questions?

Call 978-250-9847

We would like to
thank our Joint Meeting
Donors and Sponsors

Enviro-Tote

Giantmicrobes, Inc.

Herff Jones, Inc.

Nebraska Book Company

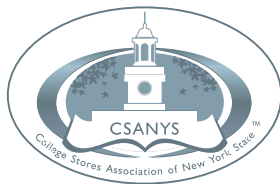
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