

# THE MONTESSORI EVENT

MARCH  
21-24

2019

AMERICAN MONTESSORI SOCIETY®

## EXHIBITOR PROSPECTUS

Washington, DC

Washington Marriott Wardman Park

#MontessoriNow



# **The Montessori Event**

***The world's largest annual gathering of Montessori educators and advocates***

With over 3500 educators in attendance, The Montessori Event is your best opportunity to make human connections with a passionate, joyful niche audience. Our attendees come to the Event eager to learn about new products, services, and programs to support their work—transforming the lives of children in their communities through Montessori education. By joining us in Washington, you are demonstrating your commitment to our mission and establishing your brand as part of our community.

***This FAQ provides important information about the value of exhibiting. Please review it carefully and let us know if you have any questions.***

**What is The Montessori Event?** The Montessori Event is an educational gathering that will take place March 21 - 24 at the [Washington Marriott](#) Wardman Park, 2660 Woodley Road NW, Washington DC 20008. As our movement swells, so does our annual gathering. AMS is committed to bringing our unique tribe together each year for days filled with exploration, discovery, discussions, research, and enthusiasm. Attendees come to meet friends old and new, to celebrate our successes, identify and confront our challenges, and plan for opportunities that lie ahead—in our schools, in our growing Montessori communities, and out in the larger world.

The Event will include workshops, networking events, and keynote presentations, which will inspire and motivate educators of every background and level. A pre-conference day of in- depth workshops, school tours, and service opportunities will further add to our stellar lineup of events.

The Exhibit Hall is one of the most popular attractions at the Event, with attendees spending a significant amount of time learning about and engaging with the large number of exhibitors that support AMS.

**Who are the attendees?** Our attendees are passionate Montessori educators, advocates, and decision-makers. Their roles include teachers, school administrators and owners, teacher trainers, owners and administrators of teacher training programs, board members, public policy advocates, school support personnel such as marketers and IT professionals, child development specialists, and researchers. Many of our attendees are parents of school-aged children, and most interface regularly with parents of school-aged children. We expect attendance of over 3,700.

**What is the American Montessori Society?** The [American Montessori Society](#) empowers, and serves the global community of Montessori educators as the foremost advocate for research and policy, ongoing teacher education, and standards of accreditation through opportunities for mentored individual growth, collaboration, and member engagement. Founded in 1960, AMS now has more than 16,000 members worldwide. The organization's work is informed by the values it embraces: respect, integrity, diversity, inclusiveness, responsibility, and enthusiasm.

**Why should I exhibit?** Hosting an exhibit booth at The Montessori Event will allow you to:

- Showcase your service or product face-to-face with Montessori practitioners
- Broaden your contacts with school leaders, teacher education programs, and parents
- Increase awareness of what your company can offer individuals and organizations
- Make sales of your product or service right on the spot



**Who may exhibit?** As the world's largest gathering of Montessori educators—a passionate niche market—space in The Montessori Event's Exhibit Hall is a premium marketing opportunity for your brand. Booths sell out every year as more and more exhibitors choose to return. We are committed to establishing a relationship with each exhibitor, as you are part of our community when you exhibit. We are also committed to bringing an authentic Montessori experience to our attendees. In order to maintain the richness and integrity of our community, we require that each exhibitor express how their product or service aligns with the mission of the American Montessori Society and The Montessori Event. You have an opportunity in the application below to tell us about your company and how it aligns with AMS mission, vision, and values. Please contact the Exhibits Manager if you have any questions about eligibility to exhibit.

**Are you a non-profit?** AMS wants to make exhibiting accessible to as many organizations as possible. This year, we have created a special section just for you! Each non-profit that is accepted will receive a deep discount and have a 6' table allocated to them (instead of an 8' x 10' booth). Space is limited. If you are interested, you must include your IRS charity/non-profit designation letter with your application (non-US vendors please contact the Exhibit Manager).

**What does each space include?** Each 8' x 10' exhibit space (not the non-profit section) will be surrounded with pipe and drape and include: one 6'-skirted table, two side chairs, a sign with your company name, one wastebasket, and daily trash removal. Additional items can be ordered (at an additional cost) through the General Contractor, Viper Tradeshow Services ("Viper"). AMS will also include links to your website, a description of your products and services, and your contact information on the event web site, [www.TheMontessoriEvent.com](http://www.TheMontessoriEvent.com) (this site will be online this fall). An Exhibitor's Kit with more information will be sent upon confirmation of acceptance.

**Does AMS arrange for drayage services?** Viper is the official General Contractor/Decorator for The Montessori Event and can handle all of your drayage and shipping needs for The Montessori Event. You can make arrangements with them concerning any special requirements or rental needs. Arrangements for shipping, drayage, and/or exhibitor material storage fees, A/V and electricity are the sole responsibility of you as an exhibitor.

**Do the exhibitors have to use the shipping and drayage services provided by Viper?** You may ship your materials via any carrier you prefer. Once delivered to the Marriott Wardman Park, all material handling will be done by Viper. If you will be using a different carrier, be sure to coordinate with Viper for your onsite drayage needs.

Please be especially careful if you are using your own shipper for returning materials at the end of the event. Most carriers will not pick up on a Sunday, and you may encounter significant expense if materials have to be "forced" by Viper. Our experience has been that some carriers do not show up even though they tell you they will, so caution is advised.

Note that the Marriott Wardman Park is a union facility and as such, there are specific restrictions regarding exhibitors handling their own materials onsite. Essentially, materials may be hand carried in by an exhibitor, but anything requiring wheels or carts must be handled by the crew. Individual exhibitors will not have access to the loading docks, and must carry their materials in via a public entrance only. Exhibitors may set up their booth without union labor unless extensive construction is involved.

Additional details regarding all aspects of the union work rules and regulations pertaining to the Marriott Wardman Park will be made available at a later date via The Montessori Event Official Exhibitor Services Kit. Be sure to contact the Exhibit Manager or Viper Tradeshow in advance of the event with any questions.

**What do I need to know about selling my products while at The Montessori Event?**

Businesses exhibiting at The Montessori Event are subject to all applicable DC laws regarding sales and use tax. AMS is required to provide the District of Columbia with the list of all exhibitors. After the conference, it is the exhibitor's responsibility to report sales and pay the appropriate sales tax. Instructions on how to do this will be provided to you. The current tax rate in DC is 5.75%. AMS is unable to give you legal or tax advice, so we strongly suggest you contact your tax advisor, or the District of Columbia, with any questions you may have.

**Can two or more vendors share a booth space?** Sharing of booth space is not permitted.

**Is W-Fi available in the Exhibit Hall?** Wi-fi will be available to all exhibitors within the exhibit areas for a fee. More information will be sent soon.

**Does my registration come with a CPD Certificate?** Exhibitor attendees are not eligible for CPDs. If you wish to earn CPDs, you must purchase an attendee registration and have that badge scanned at each workshop/conference event you attend.

**Do I have to provide proof of insurance?** Yes, when you submit your application, you must provide a Certificate of Insurance (ACORD 25) naming the Washington Marriott Wardman Park, 2660 Woodley Road NW, Washington DC 20008, and American Montessori Society, 116 E 16th St, New York, NY 10003 as Certificate Holders. Limits must be no less than \$1 million. Your business insurance provider may give you this COI at little or no cost. Availability of temporary coverage has been arranged by AMS again this year should you need it. [Click here](#) to apply for temporary coverage. You will not be able to exhibit unless proof of insurance is on file with the Exhibit Hall Manager. No exceptions are possible.

**What's the layout of the Exhibit Hall?** This year's exhibit hall will be very large, occupying five contiguous spaces at the Marriott Wardman Park. All five are interconnected, and attendees will be able to move easily throughout the area. There are two main entrances to the area, and booth pricing is done in recognition of this.

You may indicate a preference for up to five different locations for each booth you are requesting. Please note that all location assignments will be made on a first-come basis.

All booths, except in the non-profit area, are 8' x10' and exhibitors may rent contiguous booths (if available) to make larger areas if desired.

**Do I need to stay through Sunday morning?** We strongly urge all exhibitors to stay through Sunday. Sales are robust throughout the conference. Note: Any booth not open through closing time on Saturday will forfeit their exhibitor points and no longer be considered preferred exhibitors. The one exception to this is booths that begin with "N" must close Saturday night. If you are not planning to take advantage of the Sunday morning traffic, we urge you to select an "N" booth so that you may close Saturday with no penalty to your exhibitor points.

**How do I apply?** The application can be found below. You must complete it using a current version of Adobe Acrobat Reader and submit it as a .pdf file. Using any other program can cause problems and your application may not be acceptable. Also, hand-filled out applications, and applications converted to pictures cannot be accepted. Full payment is required at the time of application. If the booth(s) you requested is not available, you will be contacted and given an opportunity to select a different booth.

Payment can be made in one of three ways: 1) you may include a credit card number on your application; 2) you can call AMS with your credit card information, or: 3) a check must be received at the AMS office within 10 days of receipt of your application.



**What is the confirmation process?** Within 30 days of receipt, your application will be reviewed to determine if your products/services align with the mission and vision of AMS, based on your answer to that question in the application. If your booth location is available, you will receive confirmation. If it is not, you will be contacted to discuss what locations are available.

**What is the cancellation policy?** Fifty percent (50%) of the exhibit fees paid will be refunded, provided that written cancellation is received via email or US mail by AMS by 1/11/19. There will be no refunds for cancellations received after that date. The exhibiting company acknowledges that cancellation of its contract includes forfeiture of ALL passes to the conference and any event function. Exhibitor has the sole responsibility of confirming with AMS receipt of written cancellation. All cancellation notices should be sent to [exhibits@amshq.org](mailto:exhibits@amshq.org), or AMS, 116 East 16th Street, FL 6, New York, NY 10003-2163, Attn: Conference Exhibits Manager.

### **IMPORTANT NOTES ON HOTEL ROOMS**

We strongly encourage you to make hotel reservations immediately as accommodations fill up very far in advance. You can do that [here](#).

It is very possible that you will receive calls from a company representing that they can get you sleeping rooms at the Marriott Wardman Park at reduced rates. They may suggest, or outright state that they are associated with AMS. Please use extreme caution when dealing with these people. No one associated with this Event will contact you about hotel rooms (except the Marriott itself or actual AMS staff). We strongly recommend that you provide no information to them, as this is a scam and you most likely will not have a hotel room if you reserve through them. If you are contacted and have any questions, hang up and call the hotel directly using the general hotel number (202.328.2000). Do not use any number provided by the caller.

### **HOURS OF OPERATION**

#### ***Exhibitor Move In***

Thursday, March 21      8:00 AM – 1:00 PM

#### ***Exhibitor Hours***

Thursday, March 21      3:00 PM - 7:00 PM

Friday, March 22      7:30 AM - 6:30 PM

Saturday, March 23      7:30 AM - 6:30 PM

Sunday, March 24      7:30 AM - 11:00 AM    *All N booths are closed Sunday*

#### ***Exhibitor Move Out***

Sunday, March 24      11:00 AM – 2:00 PM

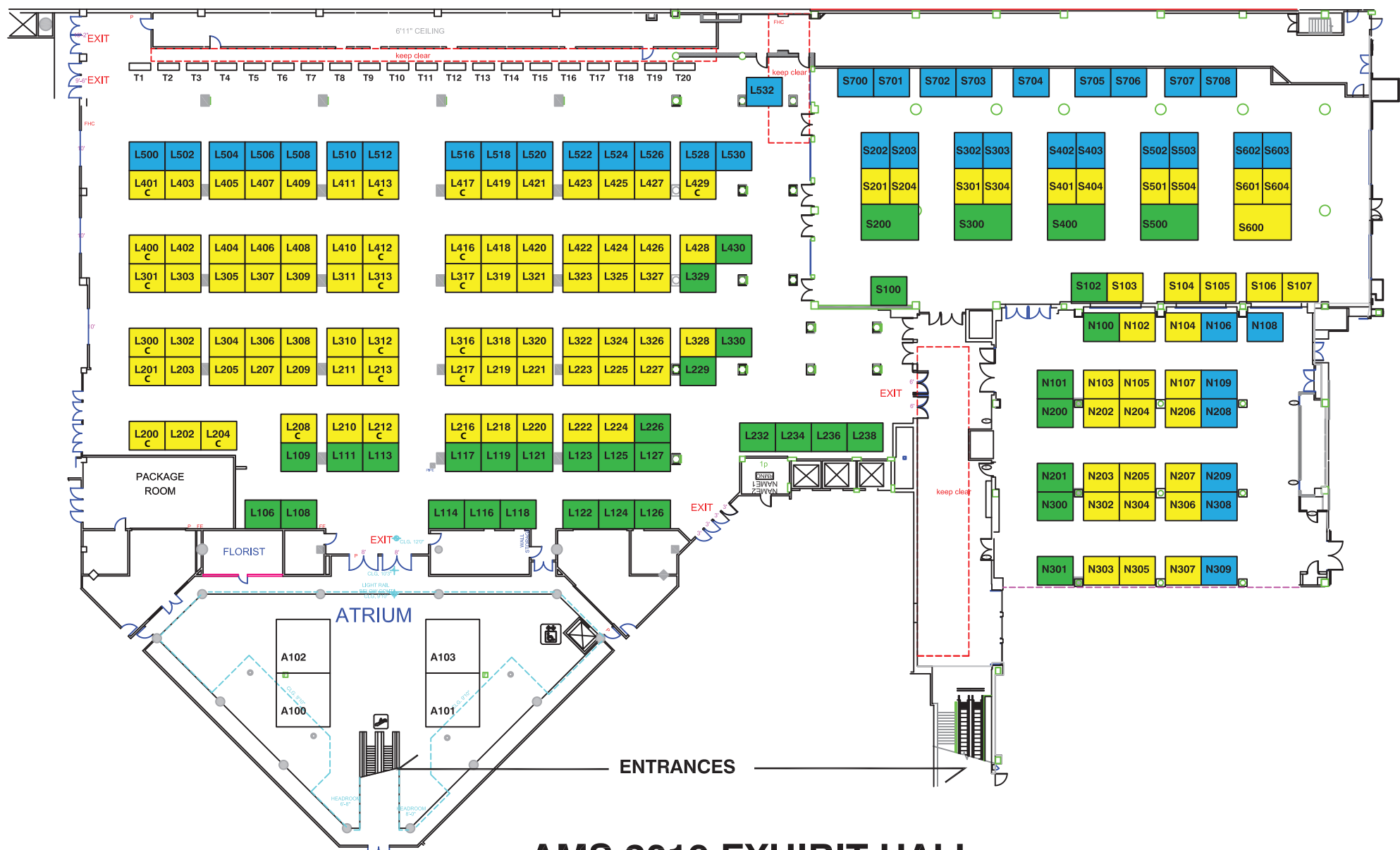
### **NOTICE REGARDING FOOD**

Due to health regulations and hotel policy, no food may be served from an exhibit booth.

### **EXHIBIT HALL FLOOR PLAN**

Please see the next page for the booth locations. You will see that there are a total of five areas, denoted by "A," "L," "N," "S," and "T" (the non-profit tables). The color coding indicates the pricing (see page 2 of the application for pricing information). There are two main entrances to the Exhibit Hall as labeled.

*NOTE: AMS reserves the right to update, modify, or otherwise change the floor plan and exhibit hall.* Please direct any questions to George Markham, Conference Exhibits Manager: [exhibits@amshq.org](mailto:exhibits@amshq.org) or 212.358.1250.



## AMS 2019 EXHIBIT HALL



Company Name (Please print exactly as you would like your name to appear in all marketing and communication materials).

Contact Person

Mailing Address

City

State or Province

ZIP/Postal Code

Country

Cell Phone while in DC

Office Phone

Complete Web Address

Email for correspondence

Email for publishing

Description of your products/services to be included in the Event materials – cannot exceed 200 characters (about 30 words).

*AMS reserves the right to refuse applications of an exhibitor not meeting the standards required or expected.*

**Note to exhibiting teacher education programs:** AMS policy requires that advertisers for teacher education programs be AMS full affiliates at the time of contracting. The advertiser must maintain the required affiliation during the contract period. Please attach a current copy of your AMS affiliation certificate to your exhibit application.

**EXHIBIT BOOTH LOCATION REQUEST**

Indicate your preference below by booth/table number. Every attempt will be made to accommodate your request. If none of your choices are available, you will be contacted. You can request more than one booth.

	First Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice
#1					
#2					
#3					
#4					

*Be sure to check pricing on the next page.*





### **PRICING**

To determine the pricing, please note the color of the booth you are interested in.

Atrium Booths (no color)	\$4000
All Green Booths	\$1495
Yellow Booths, except Corners	\$1175
Yellow Corner Booths (indicated by "C")	\$1225
All Blue Booths	\$995
Not-for-Profit Tables	\$495

### **PERSONNEL REGISTRATION**

Each exhibiting company receives up to two (2) complimentary full Event registrations with the purchase of a first unit (NOT ELIGIBLE FOR CPDs). Purchase of each additional unit comes with two (2) additional full complimentary registrations.

NAMES OF PERSONNEL RECEIVING COMPLIMENTARY REGISTRATIONS

- 1)
- 2)
- 3) (with add'l booth)
- 4) (with add'l booth)
- 5) (with add'l booth)
- 6) (with add'l booth)

IF YOU HAVE ADDITIONAL PERSONNEL WHO REQUIRE AN EXHIBIT HALL PASS (\$90@), PLEASE INDICATE BELOW:

- 1.
- 2.

### **Payment information**

If you will be paying by credit card, you can fill in the information below. If you prefer to give your credit card information via the phone, you can call AMS at 212.358.1250, ext. 320. To pay by check, mail it to: American Montessori Society, 116 East 16th Street, FL 6, New York, NY 10003-2163, ATTN: Exhibits.

<b>Type</b>	MC	Visa	Discover	AMEX
-------------	----	------	----------	------

Account Number- numbers only -no spaces      Expiration Date MM/YYYY

Billing Address -Street      City      State      Country      ZIP/Postal Code

First Name on Card      Last Name on Card      Type your initials to authorize

**IMPORTANT: APPLICATION WILL NOT BE PROCESSED UNTIL THE FOLLOWING PAGE IS COMPLETED.**

IMPORTANT: No application can be processed unless the information below is completed. Return your application to us via e-mail to: [exhibits@amshq.org](mailto:exhibits@amshq.org). *The date of submission will be noted as the date of email transmission.*

**MORE ABOUT AMS**

At the American Montessori Society, our mission and vision are the driving forces behind all our work and strategic goals. Our values guide how we articulate and accomplish our work.

**Mission**

We provide the leadership and resources to make Montessori a significant and enduring voice in education. We serve our members, advocate for quality Montessori education, and champion Montessori principles.

**Vision**

We envision a world in which quality Montessori education is widely recognized, highly desired, and accessible to all.

In terms of the AMS Vision and Mission stated above, please explain how your exhibiting at The Montessori Event will aid administrators, educators and others in attendance to better perform their duties. We welcome specific examples. Your response will also help us as we enthusiastically promote the Exhibit Hall to our community.



### **CONTRACT**

ALL CONTRACTS MUST BE FULLY EXECUTED BY EXHIBITOR AND ALL FEES PAID WITHIN 10 DAYS OF FINAL ASSIGNMENT OF BOOTHS BY AMS.

I hereby certify to AMS and its representatives that I am fully authorized by the company listed below to bind it to the terms and conditions of this Exhibitor contract. By signing below, I acknowledge that I have read and agreed to the terms and conditions as stated in this contract.

### **EXHIBITOR TERMS, CONDITIONS AND RULES**

1. General Event Information: The conference listed above, hereafter the "Event," is being organized by AMS. AMS's obligation to hold this event is contingent upon the facility in which the Event is scheduled to be held providing the space that AMS has contracted on the dates set forth above. Event hours will be established by AMS and are subject to change. AMS makes no representations or guarantees regarding the number of persons who will attend the Event, as these numbers are impossible to predict.
2. Exhibitor Conduct: The Exhibitor agrees to assume all related costs of their registration as outlined in the Prospectus which the Exhibitor acknowledges receipt of, and, as such, agrees to comply with and adhere to all applicable laws, ordinances, rules and regulations of the local police and fire department and insurance obligations related to exhibit space where applicable. The Exhibitor and its representatives will not commit any act or permit their guests to commit any act in violation of such laws, ordinances, rules or regulations and promises to immediately stop and correct the causes of any such violations.
3. Exhibitors are required to wear their Event badges to gain access to the Exhibit Hall and all Event activities. **Canvassing or distributing advertising outside the Exhibitor's own space is strictly prohibited.** Character of exhibits is subject to AMS approval. AMS reserves the right to refuse applications of Exhibitor not meeting the standards required or expected and/or not following the terms and conditions at previous meetings. Additionally, AMS reserves the right to curtail exhibits or parts of exhibits not in accord with the character of the conference. This applies to displays, literature, advertisements, souvenirs, personal conduct, etc. The appearance of the Exhibitor at any AMS conference does not of itself imply AMS endorsement of their products or services. The Exhibitor is responsible for collecting all payment from any sales during the exhibit show, and is also responsible for full compliance with any local and/or state sales and use tax collection and reporting requirements. AMS reserves the right to prohibit on-site sales by any Exhibitor found to be out of compliance with applicable sales and use tax regulations.
4. Space Assignments: AMS reserves the right to assign all booth locations. Specific space will be assigned and confirmed by AMS subsequent to receipt of the complete and signed contract and full payment of fees as specified. Exhibitor may request an area using the floor plan provided; however, the selection is subject to AMS approval. AMS reserves the right to assign specific locations and numbers of booths. AMS reserves the right to reassign specific location and number booths in extenuating circumstances.
5. SUBLETTING AND/OR SHARING OF ASSIGNED SPACE IS PROHIBITED.
6. Display materials and sales transactions may not surpass the boundaries of contracted table or booth area or block access/view to other exhibitors. In the event of violation of this rule, Exhibitor agrees to re-arrange or remove the display to conform to contracted space area. Failure to do so will result in a penalty fee equivalent to the amount of one additional table/booth. Continuous violation of this agreement or any previously published Event rules will result in immediate termination of the company's Exhibitor contract.





7. AMS reserves the right to release location assignments to the public due to the exhibitor's failure to comply with any steps of the process within the time frame specified on the Exhibit application. Exhibitors without confirmation from AMS and assigned exhibit space as of March 1, 2019 are not confirmed to exhibit at the AMS 2019 Annual Event and may not be allowed to participate as an Event Exhibitor. AMS reserves the right to update, modify or otherwise change the floor plan as needed.
8. Cancellation of the Event: AMS reserves the right to cancel the Event, in whole or in part, and will notify Exhibitors in writing should this occur. If AMS cancels the portion of the Event that affects Exhibitors, AMS will refund the full amount of fees paid by the exhibitor to AMS.
9. Exhibitor Cancellation: 50% of the Exhibit Fees paid will be refunded, provided that written cancellation is received by AMS by January 11, 2019. There will be no refunds for cancellations after January 11, 2019. Exhibiting company acknowledges that cancellation of its contract includes forfeiture of ALL Event passes and any Event function. Exhibitor has the sole responsibility of confirming with AMS receipt of written cancellation. All cancellation requests should be sent to American Montessori Society, 116 East 16th Street, FL 6, New York, NY 10003-2163., or may be e-mailed to [exhibits@amshq.org](mailto:exhibits@amshq.org).
10. Indemnity and Liability: AMS shall not be held liable for uncontrollable incidents such as fire, strike, natural disasters or terrorists' activities which may cause the Event to be delayed or cancelled. The Exhibitors assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless AMS and its agents against any and all claims, loss, demands, liabilities, costs and expenses or damage (including attorney fees) for any injury to, including deaths of persons, and any property loss or damages caused by, growing out of, or happening in conjunction with the planning, set up, execution, and closing of the exhibit being displayed on the property of the hotel, arising out of the negligence or willful misconduct of said Exhibitor its agents or employees and/or contractors/vendors contracted by the Exhibitors; and/or the display, use, or sale of any product or item used, displayed, or sold by Exhibitor or its agents or employees at the AMS Event. A Certificate of Insurance indicating no less than \$1,000,000 in Commercial General Liability coverage, naming the Marriott Wardman Park and AMS as Certificate Holders must be provided to the AMS Exhibit Manager prior to admission to the Exhibit Hall.
11. Conflicts and Disputes: This agreement constitutes the entire agreement between us and there are no other agreements, oral or written other than as set forth in this agreement relating to the subject matter of this agreement. This agreement shall be interpreted in accordance with the laws of New York State and each party hereby submits to the jurisdiction of and agrees that the courts within New York shall have sole and exclusive jurisdiction with regard to any litigation or dispute arising out of or in connection with this agreement.

Typed Name of Authorized Representative

Company Name

Type AGREE to indicate acceptance of this contract

Date Signed

**KEEP A COPY OF THIS DOCUMENT FOR YOUR RECORDS.**