

EXHIBIT - SPONSOR - ADVERTISE



njea | 2026
convention
A Justice Centered Union

November 5th & 6th



NJEAEXHIBITS.COM

**EXHIBITOR
PROSPECTUS**

MARKET

to a target audience of thousands of educators representing hundreds of NJ school districts. Recognized as the *LARGEST GATHERING OF K-12 EDUCATORS IN THE WORLD*, the NJEA Convention draws teachers, counselors, administrators and education support professionals. No other state association offers the depth of professional learning experiences for teachers and education support professionals that NJEA is able to provide through the *NJEA CONVENTION*.

EXHIBIT HOURS

EXHIBIT HOURS

Thursday, Nov. 5, 9:00 am - 5:00 pm
Friday, Nov. 6, 9:00 am - 3:00 pm

INSTALLATION OF EXHIBITS

Wednesday, Nov. 4, 9:00 am - 6:00 pm

DISMANTLING OF EXHIBITS

Friday, Nov. 6, 3:00 pm - 7:00 pm

BOOTH REGISTRATION

INCLUDES

- One 10' x 10' Exhibit Unit
(add \$250 fee for each corner unit)
- 8' Backdrop Drape
Two 3' Side Drapes
- Up to Six Booth Staff Badges
(age 18 & older)
- A One-Line Company Identification Sign
- Exhibitor Lounge Access
- Online Virtual Booth & Company Listing
- Alphabetical and Categorical Listings in the Official Printed Exhibitor Directory & Mobile App

BOOTH TYPE / FEES Per 10'x10' Space	STANDARD	EARLY BIRD Deadline June 2 nd
14+ Hours of Face-to-Face Exhibit Time		
EDUCATIONAL (non-selling)	\$1250	\$1150
CURRICULUM & MARKETPLACE SALES (selling area)	\$1250	\$1150
ADDITIONAL FEE per corner booth	\$250/corner	\$250/corner
ISLAND CONFIGURATIONS AVAILABLE Pricing based on number of booths		

BOOTH FEES DO NOT INCLUDE:

Booth furnishings (tables and chairs), carpet, drayage, electricity, internet and other services are not included in your booth fee. For your convenience order forms will be available online, once your booth assignment has been made.

FOR MORE INFORMATION NJEAEXHIBITS.COM

INTERACTIVE FLOOR PLAN | EXHIBITOR SERVICES | ADVERTISING DETAILS | DEADLINES

SUBMIT YOUR APPLICATION

Apply online at www.njeaexhibits.com or download the application page.

YOUR EXHIBITOR LISTING

Make sure attendees know you're here! Apply before September 14th, 2026 to ensure your company name and description are included in the official printed NJEA Exhibitor Directory, Convention mobile app, and interactive floor plan.

SPONSORSHIP & ADVERTISE

Expand your brand with sponsorship and advertising opportunities.

Go to www.njeaexhibits.com for more information or call the NJEA Exhibitor Hotline at 609-344-2747.

RESERVE YOUR BOOTH ASSIGNMENT EARLY

Reserve early to ensure you are assigned to one of your preferred booth locations.

Corner booths are limited. Assignments start no sooner than July 1st, 2026.

DIRECT SELLING SPACES

CURRICULUM SALES - Educational Products Only | MARKETPLACE - Non-Educational Products

Any exhibitor who intends to sell over-the-counter will be assigned to either Curriculum Sales (if you are selling items used in the classroom for educational purposes) or the Marketplace (for all other non-educational merchandise). Exhibitors in all other areas will not be permitted to do any type of over-the-counter selling until Friday, 1:00 PM to 3:00 PM. Order taking is not considered direct selling.

LOCATION

The NJEA Convention will be held at the Atlantic City Convention Center in Atlantic City, NJ.

QUESTIONS FOR EXHIBIT MANAGEMENT

dLPLAN supports the NJEA by providing exhibition management for the Convention. Please call our Exhibitor line at (609) 344-2747 or email njeaexhibits@dlplan.com for any assistance you may need coordinating your exhibit participation.



Exhibit Booth Rules & Regulations – All exhibitors shall be required to make a legally binding contract and agree to the following rules and regulations governing their use of exhibit space at the convention. These rules shall be reviewed by NJEA counsel annually:

1. AGREEMENT TO TERMS, CONDITIONS, AND RULES. Exhibitor agrees to observe and comply with the Terms, Conditions, Rules, and Regulations set forth herein and with such additional Terms, Conditions, Rules, Regulations and amendments thereto made by NJEA from time to time for the operation of the Show, including but not limited to the rules contained in the Exhibitors' Manual ("Exhibitor Manual"). NJEA shall have full, sole, and exclusive power to interpret all such Terms, Conditions, Rules, Regulations and amendments thereto as it deems proper, and NJEA's interpretation of them shall be final and binding.

2. CANCELLATION OF PARTICIPATION. Exhibitor may cancel either its participation in the Show or a portion of its exhibit space only upon written notification to NJEA and subject to the following schedule of liability:

- (a) Notification received by NJEA on or before September 13, 2026
Exhibitor shall be liable for one half of the total exhibit fee;
- (b) Notification received by NJEA after September 14, 2026
Exhibitor shall be liable for the total exhibit fee.
- (c) All such sums that are retained or owing may be retained by NJEA, in its sole discretion, as liquidated damages. In addition, NJEA shall have the right, at its option, to pursue any other legal remedies available to it in the event that an exhibitor defaults. Further, nothing herein shall limit NJEA's right to pursue any equitable remedies as it deems appropriate.
- (d) If, because of fire, earthquakes, floods, hurricanes, weather conditions which make travel inadvisable, explosions, labor disputes or strikes involving the Exhibitor or its employees, which shall be deemed as automatically resulting in failure of performance at NJEA's option, strikes involving other persons or entities, terrorism, war, acts of governmental authority, emergencies, significant health restrictions, illness of the exhibitor which prevents performance, or accidents, exhibit facility construction or renovation project, government regulation, public catastrophe, bomb threats, Act of God or the public enemy or other cause beyond the control of NJEA, the Show or any part thereof is prevented from being held, is cancelled by NJEA, or the Exhibit Space becomes unavailable, NJEA, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of exhibit fees received by NJEA which remain after deducting expenses incurred by NJEA in preparation for and in connection with the Show as compensation to NJEA for the loss of any revenue, but no amount of the refund to the exhibitor shall exceed the amount of the exhibit fee pay by the exhibitor.

3. INDEMNITY RELEASE. It is agreed that neither NJEA nor the Convention Center, nor any of their respective officers, agents, employees or representatives, shall be liable or responsible to the exhibitor for any damage, loss, or other harm incurred or suffered at the NJEA Convention, regardless of cause or of fault, and even if the exhibitor is negligent or otherwise at fault NJEA, the Convention Center, and all of their respective officers, agents, employees and representatives are hereby released by the exhibitor and by each exhibitor's respective officers, agents, employees, representatives and assigns from any such claims are hereby waived by the exhibitor and by the exhibitor's officers, agents, employees, representatives and assigns from any such claims, and that any such claims are hereby expressly waived by the exhibitor by provision shall apply regardless of fault or negligence on the part of or by NJEA or the Convention Center, and on the part of or by their respective officers, agents employees, and representatives. This provision shall apply to all claims for damages, loss, or harm including, but not limited to, claims asserted in legal actions or equitable actions, whether based on statute, contract, tort, common law, copyright infringement, patent infringement, unauthorized trademark use or any other cause or basis whatsoever.

The Exhibitor agrees to indemnify, hold harmless, defend and protect both NJEA and the Convention Center, and their respective officers, agents, employees and other representatives, for and from any and all claims, suits, liability, damages, loss, costs, attorney fees, and expenses of any kind or nature resulting from or arising out of or relating to the participation of the exhibitor and any of the exhibitor's officers, agents, employees, representatives or assigns at the NJEA Convention, including but not limited to all claims for damages, loss, or harm asserted in legal actions or equitable actions, whether based on statute, common law, copyright infringement, patent infringement, unauthorized trademark use or any other cause or basis whatsoever. This provision shall apply even if NJEA or any of its officers, employees, agents, representatives, affiliates or members are negligent or at fault.

4. EXHIBIT CONSTRUCTION AND DESIGN SPECIFICATIONS. All exhibit backgrounds must conform to the standard set by NJEA, which is as follows: No material alongside rails may exceed 48" in height; background must not exceed 8" in height, including the sign, and must not protrude from the back wall more than a maximum of 36". If counter height is more than 48" and display is more than 48", you will be subject to an 18" recess. The NJEA Services Center will be exempt from this regulation. Exceptions to the instructions of height, length, and depth requirements must receive prior approval from NJEA. Request for such approval must be in writing and received by NJEA along with the application for booth space. The request should state the aspects of the exhibit that violate height, length, and depth restrictions. All exhibitors must adhere to rules of the Atlantic City Convention Center. No balloons are permitted in the Center. See: <https://www.accenter.com/exhibit/a-z-guide>

5. INSURANCE. Exhibitors who desire insurance on their exhibits must place the same at their own expense. NJEA does not carry insurance of any sort on the exhibit or other property of the exhibitor, and as set forth in this contract, NJEA assumes no liability for loss or damage thereto from any cause.

6. SHOW HOURS AND DATES. Hours and dates for installing, showing and dismantling exhibits shall be those specified by NJEA in the Exhibitors' Manual. All exhibits must be open and staffed for business during exhibit hours, and no dismantling or packing may be started before the official close of the Show.

7. LICENSING AND PROVISION OF EXHIBIT SPACE. NJEA shall license the exhibit space for the period of the Show only, provided that the Convention Center is made available to NJEA. NJEA reserves the right to terminate its agreement with exhibitor, close the exhibitor's exhibit, and terminate the exhibitor's participation at the convention in its sole discretion for any reason whatsoever. In the event NJEA does so and the exhibitor refuses to immediately remove its property, NJEA may remove the exhibitor's property. In the event of such termination, all other provisions of this agreement shall apply, including but not limited to the waiver, release and hold harmless provisions, and NJEA's sole obligation shall be to refund the exhibitor's deposit, provided such refund is due.

8. EXHIBITOR AND NJEA RESPONSIBILITIES; SHOW DIRECTORY. Exhibitor shall exhibit only its own products or services for which it is the duly authorized representative and shall cause all such products/services exhibited by it to be listed in the official Show Directory. In addition, principal(s) and/or employee(s) of the Exhibitor must be present in the Exhibit Space at all times during the open hours of the Show. (Person staffing booth must be 18 years of age, or over). NJEA shall (a) supply Exhibitor with the Exhibitors' Manual, (b) supply Exhibitor with a uniform name sign, (c) register and give information to attendees and (d) publish, or cause to be published, an official Show Directory. NJEA shall not be responsible for errors or omissions in the Show Directory.

9. SPACE ASSIGNMENT AND ATTENDEES. Although NJEA will attempt to accommodate Exhibitor requests for specific exhibit space, no guarantees can be made that the Exhibitor will be assigned the specific exhibit space requested. Exhibitor acknowledges that he/she is not contracting for specific exhibit space, but rather for the right to participate as an Exhibitor at NJEA Show. NJEA makes no representations or warranties with respect to the demographic nature and/or number of exhibitors and/or attendees. The method of determining space assignment shall be established by NJEA and may be changed from time to time without notice to exhibitors in order to accommodate what NJEA perceives as the best interest of the Exhibition. No rights or privileges are created for any exhibitor as a result of previous space assignments or years of participation in the Exhibition or other exhibitions produced by NJEA.

10. SALE OR TRANSFER OF EXHIBITOR'S BUSINESS. In the event of the sale or transfer of a substantial portion of the assets of Exhibitor's business or of the controlling stock interest in Exhibitor's business, or in the event of a substantial change in management of the Exhibitor, NJEA may, at its option, terminate this Agreement. This rule does not limit NJEA's rights under any other provision of this agreement, including but not limited to the waiver, release, hold harmless, and termination provisions.

11. DISPLAYS AND DECORATIONS. Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed or tacked to walls. No exhibit, merchandise, equipment, trunks, cases or packing material shall be left in any aisle, but shall be confined to the Exhibit Space. No trunks, cases or packing materials shall be brought into or out of the Exhibit Space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the Exhibit Space or project above or beyond limits of Exhibit Space.

12. UNION LABOR. Exhibitor must comply with all union regulations applicable to set-up, display and dismantling of its exhibit.

13. FIRE RULES. Exhibitor shall not pack merchandise in paper, straw, excelsior or any other flammable material. No cartons shall be stored in the Convention Center during the Show. Exhibitor shall use no flammable decorations or covering of display fixtures, and all fabrics or other material used for decorating or covering must be flameproofed by a method and with a compound approved by the Fire Department. The Exhibitor must file an affidavit with the Fire Department or have available for inspection on demand an affidavit in accordance with those flameproofing requirements described in the Exhibitors' Manual. Exhibitor must have permit from Fire Department for onsite cooking. No helium is allowed in Convention Center. Also, all projection machines must be in accordance with the requirements of the local Fire Department.

14. OBSERVANCE OF LAWS AND RULES. Exhibitor must comply with all laws, rules, regulations and ordinances of federal, state and local governmental authorities, and all rules of the Convention Center.

15. EXHIBITOR CONDUCT.

(a) In no case may an Exhibitor imply that NJEA endorses or has endorsed the exhibitor's products, services, or exhibition. Exhibitor and its representatives shall not congregate or solicit trade in the aisles. Exhibitors are not permitted to solicit or canvass other exhibitors for business opportunities in such a way that it would impede their principal objective to connect with members of NJEA. The prior written consent of NJEA is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. Exhibits which include the operation of musical instruments, radios, talking motion picture equipment, public address systems, or any noise-making machines or instruments must be conducted and arranged so that the noise resulting therefrom will not annoy or disturb other exhibitors, persons viewing the same, or interfere with programming sponsored by the NJEA. Operators of such exhibits must secure approval of arrangements and operating methods before the exhibit opens. NJEA, in its sole discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity forthwith. Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space. Exhibitor shall refrain from any action that will distract attendees from attendance at the Show during open hours. Exhibitor shall not enter into another exhibitor's space without invitation or when unattended. Neither Exhibitor nor any of its representatives shall conduct themselves in a manner offensive to standards of decency or good taste. Each 10' x 10' exhibit space must be staffed at all times by a person 18 years of age or over, during the exhibit hours. Exhibitors are urged to send at least two representatives, so that booth coverage is maintained at all times. All exhibits must remain intact until 3:00 PM, Friday, the official closing hour. Failure to follow this rule will jeopardize the exhibitor's participation in future NJEA Conventions.

(b) All Exhibitors must comply with the representations on their application, and failure to do so constitutes grounds for immediate termination for cause and expulsion from the convention floor at NJEA's sole discretion. In addition, any failure to do so may result in the Exhibitor being barred from future NJEA conventions in the sole discretion of NJEA. Further, the Exhibitor will be responsible for all harm and damage caused to NJEA as well as to any affected members by any Exhibitor to comply with the representations on their application, without limitation due to the above conditions.

(c) No person under eighteen (18) years of age shall be permitted on the convention floor to work with, work for, or to assist any exhibitor in relation to any exhibitor's booths or activities at the convention. In addition, no exhibitor, while working in, at, or near his or her exhibit on the convention floor, shall permit any person under eighteen (18) years of age in relation to whom the exhibitor has parental, supervisory or other authority over to be present on the convention floor.

16. EXHIBITOR GIVEAWAYS. Any exhibitors who offer giveaways from their booth or in any other approved location at the convention are required to make sure item(s) do not exceed the length or width of the official convention bag. The bag size is 22" x 14". Also the giveaway must not have any sharp edges. These requirements are established with the safety of all attendees in mind. In addition, any items such as the giveaway may not have any sharp or dangerous edges.

2026 NJEA TERMS, CONDITIONS, AND RULES

17. DIRECT SALES. Any exhibitor who intends to sell over-the-counter occasionally or otherwise will be assigned to Curriculum Sales or Marketplace area designated by NJEA. Exhibitors in all other areas will not be permitted to do any type of selling over-the-counter until Friday, 1:00 PM to 3:00 PM. Collection of NJ sales tax will be the responsibility of the exhibitor.

18. PHOTOGRAPHS. Other than photographs of Exhibitor's own exhibit space, no photographs of exhibit spaces or merchandise shall be taken without prior written consent of NJEA or the exhibitor involved.

19. USE AND ASSIGNMENT OF EXHIBIT SPACE. All demonstrations or other sales activities must be confined to the limits of the exhibit booth. Exhibitor mascots must confine themselves to the booth(s) they represent. This does not apply to the official NJEA mascots. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of the New Jersey Education Association. Exhibitor shall not assign or sublicense to a third party its rights heretofore to the Exhibit Space, or any portion thereof, without written consent of NJEA which NJEA may withhold in its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee or sublicensee and all its representatives.

The provisions of this paragraph shall not in any manner waive, limit or restrict the rights of NJEA, in its full and sole discretion, to interpret its rules in a final and binding manner as per Rule Number 1 herein. Nor shall this paragraph limit or restrict NJEA's right, in its sole discretion, to terminate the participation of any exhibitor at the convention as provided by Rules Numbers 1 and 5 herein.

20. CLOSING OF EXHIBIT.

(a) If Exhibitor or one of its subsidiaries or affiliates is on strike, resulting in picketing or similar type of demonstration in or near the Convention Center, NJEA reserves the right to terminate this Agreement forthwith, close the exhibit and remove the Exhibitor's property from the Exhibit Space;

(b) NJEA shall be entitled to terminate this Agreement forthwith, close the exhibit and remove the Exhibitor's property from the Exhibit Space at any time for failure by Exhibitor or its duly authorized assignee or any of its officers, agents, employees, or other representatives or assigns to perform, meet or observe any Term, Condition, or Rule set forth herein, and such Exhibitor shall not be entitled to a refund of any payment.

21. FUTURE SHOWS. It is understood and agreed that the exhibitor's participation at the 2026 NJEA Convention does not create any legal, equitable, contractual or other right for the exhibitor to participate in any future NJEA conventions or activities.

22. AMERICANS WITH DISABILITIES ACT. Convention Center shall be responsible for all accessibility requirements and labor accommodation requirements under the federal Americans with Disabilities Act ("ADA"). NJEA shall be responsible for those readily achievable, non-permanent accessibility requirements of the ADA which are applicable to NJEA if not otherwise provided by the Convention Center. The Exhibitor agrees that it will comply with any provisions of the ADA which are applicable to the Exhibitor.

23. ARBITRATION. This Contract shall be governed by and interpreted in accordance with the laws of the State of New Jersey. All disputes, claims for damages, and claims for any other relief arising out of, relating to, or resulting from the performance of this contract or from any breaches or alleged breaches of this contract by NJEA, or by Exhibitor shall be determined by binding arbitration, with any such arbitration to be administered under the Procedures and Rules of the American Arbitration Association. The arbitration shall take place in Mercer County New Jersey, and shall be governed by the laws of the State of New Jersey. The costs of the arbitration shall be shared equally by the parties. Following the arbitration award, either or any party may move to confirm, challenge, vacate, or modify the arbitration award in any court with jurisdiction in the State of New Jersey. In any arbitration or court proceeding, the prevailing party shall be entitled to recover reasonable attorney's fees and costs, provided that the party ultimately prevails on the merits of the dispute.

24. JURISDICTION. Jurisdiction over any disputes which are not subject to the arbitration provision shall exclusively be in the courts located within Mercer County New Jersey, provided that the intent of this provision is that all claims, controversies and disputes shall be resolved through binding arbitration pursuant to paragraph 23 above.

25. MANAGEMENT'S LICENSE AGREEMENT WITH CONVENTION CENTER. This Agreement is subject and subordinate in all respects to the License of Management, with the Convention Center and the rights of the Owner and/or Licensor hereunder, or any assignee thereof. The Exhibitor agrees to release and indemnify NJEA against any liability under the terms of said License arising from, created or caused by any act or default of the Exhibitor hereunder.

26. GOVERNING LAW; AMENDMENTS. This Agreement, having been executed in the State of New Jersey, shall be governed by and construed made enforced in accordance with the laws of the State of New Jersey as if it is an agreement made and to be performed entirely within such State. This Agreement may not be amended or modified except by a written communication by NJEA.

27. QUALIFICATION OF EXHIBITORS. NJEA reserves the right to determine eligibility of exhibitor for inclusion in the Exhibition prior to, or after, execution of the Agreement.

28. BADGING. All exhibitor booth personnel must be properly credentialed with an official NJEA Convention Exhibitor Badge. Exhibitor badges must be worn and visibly displayed, at all times, while within the Convention Center and while present in the assigned booth space. Any exhibitor personnel not wearing a badge will be required to immediately display their badge or report to Exhibitor Registration for proper credentialing. Failure to comply with the badge requirement may result in removal from the exhibit floor and/or termination of the exhibitor's booth privileges without refund.

29. EARLY DISMANTLING PENALTY. Any exhibitor who begins dismantling and packing before the official close of Show hours may be subject to a \$250.00 Early Dismantle Penalty. When assessed, this fee may either be charged to the credit card on file, when applicable, or, if no valid credit card is available, this fee may be added to the exhibitor's account and must be paid in full prior to being permitted to exhibit at any future NJEA conventions or events. Assessment of this penalty is at the sole discretion of NJEA.