SkillsUSA TECHSPO
June 20 - 22
Louisville, Kentucky
Kentucky Exposition Center

AMERICA’S LARGEST CAREER AND TECHNICAL EDUCATION EXPOSITION
SkillsUSA TECHSPO

Establish your brand with more than 15,000 of the nation’s top technical education leaders!

SkillsUSA’s National Leadership and Skills Conference comes to Louisville! With the move to the Kentucky Exposition Center, SkillsUSA TECHSPO can now be held in the midst of the annual SkillsUSA Championships. More than 6,000 outstanding career and technical education students — all state contest winners — compete hands-on in 100 different trade, technical and leadership fields. Contests are run with the help of industry, trade associations and labor organizations, testing competencies that are set by industry.

What is SkillsUSA?

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled work force. SkillsUSA helps each student excel. The national, nonprofit organization serves teachers as well as high school and college students who are preparing for careers in trade, technical and skilled service occupations, including health occupations.

What’s a “TECHSPO”?

It’s a combination of the words technical and exposition. This particular show is America’s largest exposition of career and technical education. SkillsUSA TECHSPO reaches an audience of more than 15,000 students, teachers and school administrators from training programs in technical, skilled and service occupations nationwide. SkillsUSA TECHSPO 2017 runs June 20-22 in Louisville.

More exposure than ever before — and sales opportunities

All exhibits will be on the competition floor. Put your products in the hands of teachers and students who will share them with their peers in schools and colleges in 54 state and territorial associations nationwide. You will meet key decision-makers in career-and-technical and school-to-work education as well as leaders from business and industry. And in this new venue, you will be allowed to sell your products!

Better targeting of the top career and technical students

SkillsUSA TECHSPO is held in conjunction with the SkillsUSA Championships. Select an exhibit location near a career cluster that’s right for you, or choose a quiet zone. Check out the indoor floor map for more detail. If an indoor space isn’t what you want, we also offer outdoor space. For a list of all the events that will take place, visit: www.skillsusa.org/competitions/skillsusa-championships/.
Why SkillsUSA TECHSPO?

If your company provides products and services to the following fields of specialization within career and technical education, SkillsUSA TECHSPO attendees are looking for you!

A/C, Heating and Refrigeration Technicians • Aircraft Maintenance/Aircraft Pilots • Automotive Technicians • Collision Repair Technicians • Computer Engineers • Computer Programmers • Computer Repair Technicians • Construction Employees • Cosmetologists/ Stylists • Dental Hygienists • Diesel Technicians • Emergency Medical Technicians • Engineering Technicians • Equipment Installers and Repairers • Graphic Artists and Designers • Health Technicians • Hospitality Employees • Landscaping and Turf Management Employees • Machinists • Marine Technicians • Medical/Dental Assistants • Medical/Dental • Motorcycle Technicians • Nurses • Occupational Therapists • Plumbers and Pipefitters • Printing Operators • Retailing Sales • School Teachers • Science Technicians • Utility Plant Operators • Welders

Additional Benefits

SkillsUSA University Session. Present your products and services to attendees in a SkillsUSA University educational session. These very popular sessions are at no cost and are available to exhibitors to feature latest trends, new technology and the best career opportunities. Workshops are held Wednesday-Friday for an hour a session. Half of the workshop timeslots are already reserved, so reserve yours now.

Marketing Opportunities. Maximize your exposure and make sure your sales efforts add up by making your sponsorship opportunities part of your marketing equation.

Advertising Opportunities. Reach attendees and members before, during and after the convention by advertising in the quarterly SkillsUSA Champions magazine and in the annual Awards & Recognition book.

“Advisors’ Call to Action” Session. Capture an audience of local SkillsUSA chapter advisors. The session sponsor will have the opportunity to address the approximately 800-1,000 advisors and present a gift of appreciation.

NLSC Mobile Application. All exhibitors will be listed by name and location on the NLSC mobile application. Imagine capturing over half the NLSC attendees from one location. Make your listing stand out by having an Enhanced Listing with four panels of video or product images, Push Notifications available each day or sponsor a Rotating Banner that will drive the users to your mobile listing and booth. Pricing sheet for these enhanced options available by request.
Dates and Pricing

Show Dates       June 20-22, 2017
Location         Kentucky Exposition Center, 937 Phillips Lane, Louisville, KY 40209
Website          www.skillsusa.org/events-training/techspo-trade-show/

RESERVING SPACE

Contact          Ashley Ridgeway,
                 SkillsUSA TECHSPO Manager
                 Email: aridgeway@skillsusa.org
                 Phone: 703-737-0620

MAILING PAYMENTS

Address          SkillsUSA, 14001 SkillsUSA Way, Leesburg, VA 20176-5494
                 We accept the following major credit cards:
                 VISA, MasterCard and American Express.

BOOTH PRICING

Exhibit opportunities range from large outdoor street exhibits to indoor 10’x10’, 10’x20’ or larger booths. Tabletop displays are available, too. Outdoor exhibits may include tool demos, interactive games, show cars, tractor trailers and more.

Indoor

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>BASIC RATE</th>
<th>DISCOUNTED RATE</th>
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<tbody>
<tr>
<td>10’x10’</td>
<td>$1,800</td>
<td>$1,500</td>
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<tr>
<td>Tabletop Display*</td>
<td>$500</td>
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(*Includes two chairs. Please order electric through the show kit.)

Basic Rate applies to commercial firms and private educational institutions, Discounted Rate applies to nonprofits, educational organizations and qualifying sponsors of the SkillsUSA Foundation. Colleges and universities are eligible for the special discount rate of $500 for one 10’x10’ booth. Sell products in your booth for an additional $500.

Outdoor

All outdoor space is $4 per square foot.
(Space includes security.)

What’s Included with Your Indoor Booth?

A typical 10’x10’ booth space includes:

- Three complimentary badges per 100 square footage
- Company listing in the conference program and mobile application available to all attendees
- 24-hour security
- One 6’ draped table
- One folding chair
- 8’ back drape
- 3’ side drape
- One company identification sign

Please note: Show colors are red, white and blue.

Optional: Booth furnishings, carpet, A/V, computers, electric, Internet and more. These items can be ordered through the Fern Exposition & Event Services show kit link published on SkillsUSA TECHSPO’s website: www.skillsusa.org/events-training/techspo-trade-show/
Schedule

Sunday, June 18  
12 p.m.–4 p.m. Indoor trailer/vehicle deliveries  
(Must let show manager know of these expected deliveries.)

Monday, June 19  
8 a.m.–5 p.m. Exhibitor and vendor move in/set-up  
8 a.m.–5 p.m. Registration open (South Wing A)

Tuesday, June 20  
8 a.m.–10 a.m. Light exhibitor set-up  
10 a.m.–5 p.m. SkillsUSA TECHSPO open

Wednesday, June 21  
8 a.m.–5 p.m. SkillsUSA TECHSPO open

Thursday, June 22  
8 a.m.–5 p.m. Indoor exhibits open  
4 p.m.–6 p.m. Outdoor SkillsUSA TECHSPO move out  
5 p.m. Indoor SkillsUSA TECHSPO move out

HOUSING

Exhibitors will be notified by mid-January when they are able to book a room through the SkillsUSA room block.

DECORATOR

Fern Exposition and Event Services  
Representative: James Knudtson  
Phone: 816-221-0525  
Fax: 816-471-1602  
Email: jknudtson@fernexpo.com
SkillsUSA Facts and Statistics

2015-2016 MEMBERSHIP

372,354
Total Members

There were 17,614 member sections (classrooms) spread across 3,996 member chapters (schools) in 2015-16, with all 50 states; Washington, D.C.; Puerto Rico and the U.S. Virgin Islands represented.

Thirty-seven percent of SkillsUSA member students are female. One-third of the students in SkillsUSA are ethnic minorities.

CAREER CLUSTERS

In 2015-16, SkillsUSA had at least a thousand member students in 14 of the 16 career clusters defined by the State Directors of Career and Technical Education:

National Leadership and Skills Conference

Total attendance of approximately 15,000 includes:

- 6,000 student competitors in 100 leadership and hands-on occupational skills contests
- 1,500 additional students serving as voting delegates, observers, trainees and Courtesy Corps helpers
- 63 percent male, 37 percent female
- 71 percent high school, 29 percent college/post-secondary
- More than 1,000 contest judges from business, industry and education
- Almost 700 volunteers technical-committee members from business and industry who design and manage the national competitions
- 2,650 SkillsUSA advisors/instructors
- More than 400 VIP guests from business, education and government
- Almost 1,600 chapters (schools) represented
Show Regulations and 
Courtesy Expectations

All exhibitors are expected to have courtesy and consideration for other exhibitors.

1. Contract for Space – This application for space and formal notice of assignment by SkillsUSA and the full payment of rental charges constitute a contract for the right to use the space. In the event of fire, strikes, or other uncontrollable circumstances rendering the exhibit areas unfit or unavailable for use, or causing the exhibitors to be canceled 10 days or more prior to the opening date of the exhibit, this contract will not be binding and payments on account for exhibit will be refunded.

2. Payments for Space – Payment of rental charges is due immediately upon notification of assignment to ensure space will be held. Payment not received within terms of invoice will forfeit assignment. Federal and state agencies may submit a purchase order if submitted with the application. Payment not made by a post-date notice will forfeit current booth placement. SkillsUSA reserves the right to cancel or re-assign all participating exhibitors. Cancellations after May 15 will be required to pay the full cost of space. All space must be paid in full before the opening of exhibits. After 30 days, a finance charge of 1.5% will be added to the amount past due.

3. The Americans with Disabilities Act (ADA) – Exhibitors are required to comply with all provisions of the ADA, including, without limitation, arranging the exhibitor’s exhibit so as to be accessible to all persons covered by the ADA.

4. Installation and Dismantling – Exhibitors will install and dismantle their exhibits during the hours set by the Exhibit Manager. No displays will obstruct the view of other exhibitors. Any exceptions must be approved by Exhibit Manager in advance. No one under the age of 14 is allowed on the exhibition floor during set-up and tear down hours.

5. Liability and Insurance – The exhibitor agrees to protect and keep SkillsUSA and the convention center forever harmless from any damages or charges imposed for violation of any law or ordinance as well as to comply strictly with the applicable terms and conditions contained in the agreement between the Hall and SkillsUSA. The exhibitor shall at all times protect and keep harmless the Convention Center and SkillsUSA against and from all loss, cost or liability arising from or out of any accident or other occurrence to anyone, which arises by reason of the exhibitor’s occupancy and use of the exhibition from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing hour of the exhibit. (A copy of liability coverage is required where applicable.)

6. Indemnification – The exhibitor agrees to indemnify and hold save Show Management and the exhibitor harmless from and against any and all claims, charges, complaints, liability, losses, demands, actions, damages, expenses, judgments, settlements and/or cost of any nature whatsoever which shall result, directly or indirectly, wholly or in part, by any act, omission, negligence, or conduct of the exhibitor or the exhibitor's employees, representatives, agents, servants, contractors, patrons, guests, licensees, invitees, or assigns, at related to the show, including, but not limited to, any such cost in connection with a violation of any laws or regulations, any off-site activities, any dangerous or hazardous materials, any damage, injury, or loss to persons and/or property and any costs, including attorney’s fees, incurred by Show Management in connection with the enforcement of this contract. The exhibitor covenants and agrees that if Show Management is made a party to any litigation commenced by or against the exhibitor or relating to this contract or the exhibitor space rented hereunder, then the exhibitor shall pay all cost and expenses, including attorneys’ fees and court costs, incurred by or imposed upon Show Management.

7. Care of Building and Equipment – See KEC building policies and fire marshal regulations at the following link: http://www.skillsusa.org/wp-content/uploads/2015/10/KEC_Regulations.pdf. All exhibitors are responsible for damages caused by fault to buildings, street and surroundings. Exhibitors, or their agents, shall not damage or deface walls or floors of buildings. If damage occurs, the exhibitor is liable to the owner of any property. These regulations become a part of the contract between the exhibitor and SkillsUSA before, during and after the exhibit. All points not covered are subject to the decision of the Exhibit Manager. The convention center is now mandating the use of 3M 9589 tape for all indoor booths that lay carpet or use double-sided tape.

8. Loss, Theft or Damage – Show Management provides limited perimeter guard security but shall not be liable or responsible for any loss, theft or damage to property of the exhibitor, its employees or representatives. The exhibitor acknowledges that certain activities at the show, especially during setup and tear-down of the show, can be dangerous, and the exhibitor, on behalf of itself and each member of its exhibit staff, assumes such risk and waives any liability on the part of Show Management and assumes all liability for such risk. If Exhibitor’s materials fail to arrive, or if for causes beyond its control, the exhibitor is prevented from using its space, the exhibitor is nevertheless responsible for its space rental. Exhibitors shall carry special insurance to protect all exhibit materials against damage, theft or other loss, and liability insurance against injury to persons and the property of others, including, but not limited to, Show Management.

9. Use of Space – The primary purpose of the SkillsUSA TECHSPO is to inform people about products and services. Promotion activities must be confined to the booth space purchased. No demonstration, promotion, or advertising shall be permitted outside of the exhibitor’s assigned exhibit space. Exhibitors shall not distribute any materials, including but not limited to, samples, souvenirs, or advertising materials outside of the exhibitor’s contracted-for exhibit space. There are no horizontal/rotational signs permitted in exhibit space. The Exhibit Manager must approve contests, promotions, or giveaways in advance. The Exhibit Manager holds the right to restrict or prohibit any booth displays, contest, promotion or giveaway which causes blocking or disturbance to other exhibitors or patrons. SkillsUSA follows the International Association of Exhibitions and Events (IAEE) guidelines for booth designs and layouts. Exhibitors are responsible for identifying their assigned booth and making sure the display is compliant with IAEE guidelines and SkillsUSA regulations. Booth space should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. Tents are not permitted to be used on the exhibition floor, unless approved by show manager prior to the show. No exhibitor shall assign, sublet or change the space allotted without the knowledge and consent of the Exhibit Manager. More than one exhibitor using the same space without the consent of the exhibit manager could result in the booth being shut down. Exhibitors shall show only those goods and services dealt in the regular course of business. It is the responsibility of the contracting firm to see that a representative is in the booth during all exhibit hours. SkillsUSA is required to enforce these rules at all times during the exhibit.

10. Motion Pictures, Slides, Etc. – All projection must be in accordance with the requirements of the fire prevention authorities of the city and in harmony with any agreements entered into by the SkillsUSA association, the hall management, and labor unions. No exhibitor may cause or create any sound of any kind, which annoys or disturbs adjacent exhibitors and their patrons. The exhibitor assumes all responsibility for the use of any and all copyrighted, licensed, or patented materials including, but not limited to, music, video, or printed matter which may be protected under the laws of the United States. The exhibitor is solely responsible for securing any and all appropriate rights to use such materials for the payment of any and all royalties, license fees or other amounts associated with the use of such materials.

11. Fire Protection – Exhibits may not have closed ceilings. All materials and decorations must be flame proofed. All hangings must clear the floor. Electrical wiring must conform to the National Electric Code of Safety Rules. If any exhibitor neglects to comply with these regulations or incurs fire hazards, the Exhibit Manager reserves the right to cancel all or such part of the exhibitors as are in violation. Exhibitors must comply with city fire regulations.

12. Operation Restrictions – The Exhibit Manager may restrict, prohibit or evict any exhibit, which, in the opinion of the management, may detract from the general character of the exhibit as a whole. This opinion includes persons, things, conduct, printed matter, or anything of objectionable character. In the event of such restriction, prohibition or eviction, SkillsUSA is not liable for any refunds of rentals or other exhibit expenses. Only licensed exhibitors have SkillsUSA’s permission to offer products bearing the SkillsUSA name and logo.

13. Outdoor Exhibits – Outdoor exhibits will be billed on actual space held. All outdoor exhibitors must submit a thumbprint (drawing) of the exact dimensions of their exhibit booth. The amount of space needed to unload freight as well. We need to know the exact amount of space needed for trailer doors, walkways and which way your exhibit will be facing. Once drawings are submitted, no changes are allowed because it will affect the entire layout of the outdoor show. Any extra space occupied, exhibitors will be charged for it following the show. All outdoor exhibitors using a 20x20 (400 sq. ft) or larger tent are required to submit applications to the Kentucky Department of Housing, Buildings and Construction. Once approved, these forms should be sent to show manager and Kentucky Exposition Center (KEC) Instructions can be found at the following link: http://www.skillsusa.org/events-training/techspo-trade-show/expo-events-services/. Immediately following the show, all outdoor displays (tents and structures) need to be cleared from parking lot. If tent can’t be removed at the close of show, please contact show manager regarding arrangements. If tents are left on KEC property after 12PM the following the last day of the show, exhibitor will receive a $100 per hour penalty.

14. Food/Beverage Sampling – Clients wishing to distribute sample foods or nonalcoholic beverages at the Kentucky Expo Center must fill out the Food Sampling Authorization Request and submit to Levy, KEC’s official food and beverage provider. The selling of food and/or beverage products by any other entity is strictly prohibited. All food and beverage that is not a part of sampling must be contracted through Levy Restaurants. Sponsoring organizations of expositions and trade shows and their exhibitors, may distribute samples of food and beverage products upon written authorization and adherence to all of the conditions outlined on form.

15. Photo Releases - Photo and video releases signed by all NSLC registrants only extend to use by SkillsUSA for noncommercial purposes. Sponsoring companies and exhibitors must obtain permission directly from attendees before using their images. If students are under age 18, permission must be obtained from a parent or legal guardian.