



School Transportation Association of Massachusetts  
76 North Bedford Street - East Bridgewater, MA 02333

President  
**ROBERT TRAINQUE**  
Heritage Truck & Transit, Inc.

Executive Director  
**FRANK C. UNDERHILL**

**School Transportation Association of Massachusetts  
37th Annual Convention and Trade Show  
Sea Crest Resort & Conference Center ~ July 18 - 21, 2010**

The **School Transportation Association of Massachusetts**, representing the owner/operators of the Massachusetts school transportation industry will hold our **37th Annual Convention and Trade Show on July 18 through July 21, 2010 at the Sea Crest Oceanfront Resort and Conference Center on world-famous Old Silver Beach, Falmouth, Cape Cod, MA.**

We are writing to you at this time to invite you to participate in our **Trade Show to be held on Monday, July 19 and Tuesday, July 20.** NOTE: The outdoor display of vehicles under the STAM tent will open on Monday, July 19 at 4:00 p.m., but the indoor trade show will be a one-day show on Tuesday, July 20, beginning at 7:30 a.m.

We are happy to announce the 2010 STAM Convention & Trade Show to prospective trade show vendors. STAM members and non-association members, both private and public fleet owners, attend our convention, assuring widespread contact with the industry.

To keep our show manageable and effective, we limit the indoor trade show to 28 booths. Our tented outside bus display area is limited to six full-size vehicle spaces and four van spaces.

The Trade Show and outdoor bus spaces have been sold out quickly. **Please return your Trade Show Exhibit Space contract as soon as possible.** Event sponsorship information and registration form is also enclosed.

The schedule of events for the convention is listed on the back of this page. If you should have any further questions about the convention, the trade show, or any of the convention events, please do not hesitate to call the STAM office.

**Managing Director**  
**LYNELL J. PETERSON**  
508.378.0440

MA Only: 1.800.368.0440

**Legal Counsel**  
**ROBERT W. HEALY, Esq.**  
617.742.3340

**Internet Site:** <http://www.schoolbus.org>

**E-mail:** [stam@schoolbus.org](mailto:stam@schoolbus.org)

**Fax:** 508.378.8970

Affiliated with The National School Transportation Association  
Affiliated with The Massachusetts Association of School Committees



Please review the enclosed materials and if you have any questions before returning your contract, please be sure to call us. We look forward to seeing you at "our" beach in July!

## **CONVENTION OVERVIEW**

- Sunday, July 18:** Hotel Check-in from 3:00 p.m.  
Welcoming Reception 4:00 - 6:00 p.m. Sea Crest Piano Lounge
- Monday, July 19:** Our traditional dual function day with owners, managers, and vendors playing in the annual golf tournament with an educational program for school bus drivers at the Sea Crest. The tented vehicle show and social hour opens at 4:00 pm and leads into the annual STAM clambake.
- Tuesday, July 20:** Several speakers and panels will highlight Tuesday's convention program, as well as an educational program for supervisors and trainers. The indoor Trade Show begins with a full buffet breakfast in the trade show area. Each Trade Show Vendor will have the opportunity to present a five minute introduction of their product to all convention attendees. There will also be special "give-aways" for all in attendance.

## **HOTEL ROOMS**

Upon receipt of your completed Trade Show Contract and payment we will mail the Sea Crest Resort room reservation forms for your use. Deeply discounted hotel rooms on Old Silver Beach will be available to our vendors at off-season rates in the heart of the Cape Cod season. Sea Crest rooms will not be available to vendors who are not participating in our trade show.

**FAIR WARNING:** For a number of past years, some trade show exhibitors have been forced to stay at other area hotels due to late enrollment in the trade show.

## **EVENT SPONSORSHIPS**

Please be sure to read about the availability of event sponsorships on the enclosed application.

## **CONVENTION PROGRAM SPONSOR**

Our most popular special promotion item has been the sponsorship of the printed convention program. Like all other items, this is "first come, first reserved" and we urge you to act quickly on this item.

## **VEHICLE TRADE SHOW SPACES**

**Our tent area vehicle spaces always are filled quickly. To be sure that you obtain a space, if desired, we will accept faxed reservations without payment. We will hold such spaces until June 21st. If payment has not been received by that date, the spaces will be released to others who will have been placed on a waiting list in the meantime.**

**Also, we will commit only one space per vendor at this time. Please indicate your desire for a second space and as of June 21st we will allocate additional spaces to such vendors on a "first come" basis.**

**The STAM FAX number is 508.378.8970**

Visit our website for a glimpse of our Sea Crest setting  
and check our site from time to time for updates on our July convention plans!  
[www.schoolbus.org](http://www.schoolbus.org)

**Application for Exhibit Space: 2010 STAM Convention and Trade Show**

**Please complete and return to:**

**STAM Convention  
76 North Bedford St.  
East Bridgewater, MA 02333**

**TRADE SHOW DATES:** Under tent display of new vehicles: Opens 4:00 p.m. **Monday, July 19** and continues through reception, approximately 6:00 p.m.

Indoor Trade Show & tent display area: 7:30 am to 4:00 pm **Tuesday, July 20**

All indoor exhibit area booths will be equipped with an eight-foot table and two chairs. Exhibitors of vehicles in the tent area will be supplied with a six-foot table and two chairs in front of their vehicles, inside the tent. Any arrangements for special power, spot lighting, or special decorations, as well as hospitality rooms and/or hospitality functions are to be made through the Convention Services Department, Sea Crest Resort and Conference Center.

**PLEASE READ ALL INFORMATION CAREFULLY in order to avoid confusion.**

Convention registration materials, registration forms for conference meals and other events will be mailed upon receipt of this application. The exhibition fees shown below include convention registrations for all company personnel in attendance. Convention meals will be paid for separately and will be described and specified in the convention registration materials.

**FEES:**

<b>Each eight foot Indoor Trade Show Exhibitor Booth Space:</b>	<b>\$350.00</b>
<b>Each full-size bus slot, Tent Area*:</b>	<b>\$450.00</b>
<b>Each van-size vehicle slot, Tent Area*:</b>	<b>\$400.00</b>
<b>Second vehicle on display, Tent Area (if space permits):</b>	<b>\$250.00</b>

**NOTES:**

\*Each \$450 or \$400 fee for vehicle display space includes an indoor trade show space at no additional cost. Vehicle distributors will be limited to two tent spaces until **June 21<sup>st</sup>**. At that time any available space will be allocated to vendors who have been placed on a waiting list in the order received.

**CONVENTION PATRON:** In return for sponsorship of \$1,000, up to four firms will receive the designation of Convention Patron and one indoor trade show space at no charge, or a \$250 discount on the vehicle space, whichever applies. On a first-come, first-served basis, Convention Patrons have the option of choosing to host the Golf Tournament, Monday Afternoon Reception, Monday night Clambake, Tuesday's Luncheon or Tuesday's Reception. A representative of the patron's firm will be asked to make a few remarks as "host" of the sponsored function. Each patron will be prominently featured in the convention program and mailings.

**PROGRAM SPONSOR:** For a sponsorship of \$500, one firm will be recognized as the sponsor of the printed program and will have its full-page promotional message printed on the outside back cover of the program booklet. The first firm to contact us by phone, FAX, or e-mail will be entitled to this unique opportunity.

**Using the information which appears above, please complete the form on the reverse of this page.**

**THANK YOU!**

