



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

President  
DAVID STRONG, Jr.  
Strong Corporation

Executive Director  
FRANK C. UNDERHILL

*Please Join us for the.....!*

**School Transportation Association of Massachusetts  
44th Annual Convention and Trade Show  
Sea Crest Beach Hotel ~ July 23 - 26, 2017**

**The School Transportation Association of Massachusetts**, representing the owner/operators of the Massachusetts school transportation industry will hold our **44th Annual Convention and Trade Show, July 23 through July 26, 2017 at the Sea Crest Beach Hotel on world-famous Old Silver Beach, North Falmouth, Cape Cod, MA 02556.**

We invite you to participate in the **STAM outdoor display of school buses to be held on Monday, July 24th and the STAM indoor Trade Show on Tuesday, July 25th.** PLEASE NOTE: The outdoor display of vehicles under the STAM tent will open on Monday, July 24 at 4:00 p.m. **The indoor STAM trade show is a one-day show on Tuesday, July 25, starting at 7:30 a.m.**

We are pleased to announce the 2017 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.

**Please return your STAM Trade Show Exhibit Space contract as soon as possible.** In past years, the Trade Show booths and outdoor bus spaces have sold out quickly. The STAM Trade Show Registration Form and Event Sponsorship Info and Registration Form are enclosed.

The schedule of events for the convention is listed on the back. If you should have any questions about the convention or trade show, please do not hesitate to call or email 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 SOON at the BEACH in July!

### **CONVENTION OVERVIEW**

- Sunday, July 23:** Hotel Check-in from 3:00 p.m.  
Welcoming Reception 4:00 - 6:00 p.m. Sea Crest ~ Shutters
- Monday, July 24:** 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 at 6:00 p.m.
- Tuesday, July 25:** 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 Breakfast Buffet 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 send the Sea Crest Resort room reservation info, so you may book your room. 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 July 3rd. 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 July 3rd 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 the Sea Crest setting  
and check our site from time to time for updates on the STAM Convention & Trade Show plans!  
[www.schoolbus.org](http://www.schoolbus.org)

**Application for Exhibit Space: 2017 STAM Convention and Trade Show**

**Please refer to the information on the back of this sheet to complete this form.**

**Please complete and mail to:**      **STAM Convention**      **Phone: 508.378.0440**  
                                                         **76 North Bedford St.**      **FAX: 508.378.8970**  
                                                         **East Bridgewater, MA 02333**      **stam@schoolbus.org**

NAME OF CONTACT PERSON: \_\_\_\_\_

NAME OF PERSON(S) ATTENDING TRADE SHOW: \_\_\_\_\_

NAME OF COMPANY: \_\_\_\_\_

TYPE OF BUSINESS: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NUMBER OF INDOOR EXHIBITION SPACES: \_\_\_\_\_ FEE: (NO. X \$350.00) \_\_\_\_\_

NUMBER OF TENT AREA FULL-SIZED BUS SPACES: \_\_\_\_\_ FEE: (NO. X \$450.00) \_\_\_\_\_

NUMBER OF TENT AREA VAN-SIZED VEHICLE SPACES: \_\_\_\_\_ FEE: (NO. x \$400.00) \_\_\_\_\_

Please wait-list my firm for an addition bus space: (Check here: )

**CONVENTION PATRON:**

See details on back. Convention Patrons who are also exhibiting buses in the tent area, pay \$1000 plus fee shown above, less \$250 discount. Therefore, \$1,200 for a full-sized bus vendor, and \$1,150 for a van-sized vehicle vendor, displaying one vehicle.

**TOTAL FEE ENCLOSED:** \_\_\_\_\_

All applications and fees for exhibition space, both indoor and out, will be accepted on a "space available" basis. Applicants will be notified and fees will be returned in the event that your application reaches us after all spaces have been assigned.

**SPECIAL NOTE – GOLF TOURNAMENT, MONDAY, July 24, 2017:**

One firm will be listed as the Convention Patron for the golf tournament. However, promotional items to be distributed to golfers (balls, towels, tee sets, etc.) are always welcomed. Even shirts for all golfers, trophies, and special prizes for winning teams would be happily accepted.

If your company wishes to participate in the Golf Tournament on **Monday, July 24**, by supplying such items, please indicate below. Thank you.

For the Golf Tournament, we would like to provide: \_\_\_\_\_

(NOTE: We expect to have about 50 golfers, male and female in the scramble format tournament.)

Our firm plans to enter \_\_\_\_\_ golfers in the tournament.

## Information for Exhibit Space: 2017 STAM Convention and Trade Show

Please complete form on reverse side and return to:

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

**TRADE SHOW DATES:** STAM tent display of new vehicles: **Opens 4:00 p.m. Monday, July 24** and continues through reception, approximately 6:00 p.m.

Indoor Trade Show & tent vehicle area: **7:30 am to 4:00 pm Tuesday, July 25**

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 space, Tent Area*:</b>	<b>\$450.00</b>
<b>Each van-size vehicle space, 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 July 3rd. 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-reserved 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!**



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July 23 - July 26, 2017

Event Sponsor Registration Form

For over 40 years, STAM has been committed to making the Convention & Trade Show the premier event for school bus drivers, instructors, managers, school bus company owners, school districts, as well as Head Starts and 7D operators. In just a few months we will all be meeting together for professional development in an ideal setting on beautiful Cape Cod.

We are taking this opportunity to invite you to consider being a Sponsor for the STAM Convention. The costs of meeting rooms and meals has skyrocketed in recent years, but at the same time, it is important to keep conference registration fees at an affordable level so as many individuals may attend. Sponsorships help to keep these costs at a reasonable level for all.

<i>Welcoming Reception Sponsor</i>	<i>\$500.00</i>
<i>Golf Reception Sponsor</i>	<i>\$500.00</i>
<i>Luncheon Sponsor</i>	<i>\$500.00</i>
<i>Monday's Clambake Sponsor</i>	<i>\$1000.00*</i>
<i>Tuesday's Dinner Sponsor</i>	<i>\$1000.00*</i>
<i>Breakfast Sponsor</i>	<i>\$250.00</i>
<i>Hole Sponsor</i>	<i>\$200.00</i>

*\*You may be a Co-Sponsor for this event for \$500.00*

Your company's name  
as you'd like it to appear  
in recognition materials: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & ZIP \_\_\_\_\_

Sponsor Event: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Please send this form with payment to: **School Transportation Association of Massachusetts**  
**76 North Bedford Street**  
**East Bridgewater, MA 02333**  
**Phone: 508.378.0440 FAX: 508.378.8970**

If you have any questions on the Sponsor Events, please contact the STAM office. Thank you!

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