



General Information for Exhibiting
Keystone State Reading Association
Fiftieth Annual Conference
Celebrating 50 Years of Literacy Leadership

October 8-11, 2017
Hershey Lodge, 325 University Drive, Hershey, PA 17033

Exhibit Dates and Times:

Sunday, October 8	2:30 p.m. - 7:00 p.m.	Red/White Room Set-Up
Sunday, October 8	7:00 p.m. – 8:00 p.m.	Reception with Exhibitors
Monday, October 9	8:00 a.m. - 4:00 p.m.	Exhibits Open
Tuesday, October 10	8:00 a.m. – 4:00 p.m.	Exhibits Open
Tuesday, October 10	by 9:00 p.m.	Dismantle Exhibits

Exhibit Chairpersons and Information:

Andrea Morrison
4109 Judith Dr.
Harrisburg, PA 17112
717-652-5539
anbook@comcast.net

Emily Reed
127 Stoney Run Road
Dillsburg, PA 17019
717-991-6400
flyngicesticks@gmail.com

All exhibitor information and forms will be posted on www.ksrapa.org. Please use email for inquiries.

Reservation of Exhibit Space

Complete and return the *Application and Exhibit Space Contract* along with a check for the full appropriate amount. Inquiries are best handled via e-mail to Andrea Morrison.

To be listed in the official conference program, your application and check must be received by August 1, 2017.

Exhibitors must indicate special requests with their application (for example, wall space). Related companies may request spaces adjacent to each other. You may request not to be located next to another company. KSRA will do everything possible to meet the requests of its valued and supportive, educational partners. However, we may not be able to accommodate *all* the requests of *all* exhibitors.

Size and Cost of Space

Each exhibit space consists of one **six** foot, draped and skirted table, 2 chairs, and a vendor sign. Wireless internet will be available in the exhibit hall at no additional cost. For two days, the cost is **\$350.00 per table** for the first 3 tables. For 4 or more tables there is a 10% discount of your *total* space cost. Set-up will be in Red/White Room.

For **ONE** day only, the cost is **\$185 per table**.

There are additional charges for a standard 110-volt electrical outlet and drayage. The forms for electrical service and pre-conference shipping will be sent with confirmation. They will also be placed on the KSRA website when available.

Make checks in the full amount payable to **KSRA Conference 2017**. No cash or credit cards.

Cancellation of your application requires written notification to the Exhibit Chairpersons. KSRA will refund your payment, less \$50.00, for cancellations received before the August 1, 2017 submission deadline. There is no refund for cancellations after August 1, 2017 nor is there a refund for no-show.

KSRA will supply name badges for 3 persons for each table. Your *KSRA Conference 2017* name badge will allow you entry to conference sessions of interest. The exhibitor name badges are provided only for those who pre-register on the application. On-site registration is \$50.00. Others associated with an exhibitor, but not working the booth, must register as regular conference attendees.

Assignment of Tables

In the past, KSRA has honored preferred positions in the order applications were received. This has resulted in many challenges for layout. Since nearly all applications indicated placement at the front of the hall, the majority is disappointed. It presents challenges in placing exhibitors with 6 or more tables. Further, the business practices of some companies involve multiple levels of approvals to process a check. Such applications can take over a month after submission to arrive at KSRA. The unintended result is placing such companies to locations near the back even though they responded immediately. To resolve the challenges, we will work directly with the professional designers of the Convention Services to provide the best visibility and access to all.

Your space will be fixed and not alterable. Exhibitors may bring their own tables **ONLY** if they pay for the space. No additional tables will be available on site. A design that increases visibility reduces the number of tables that will fit on the floor. **So plan the amount of space you need and not the number of tables you want to pay for.**

Confirmation

KSRA will send **e-mail confirmation** in early September to all exhibitors for whom you indicated on the application should receive such confirmation. The confirmation will include your table number(s) and all information for securing additional services such as electric. We will also supply information regarding pre-shipment of materials.

Character of the Keystone State Reading Association Conference

KSRA wishes to promote an exhibit area that is both educational and professional. To that end there are several expectations for all of our education partners who exhibit.

1. Exhibited products and services are to be educational. However, KSRA will accept applications from non-educational vendors whose products or services are of interest to educators.
2. Audio equipment should offer no disturbance to other exhibitors and conference attendees.
3. All two-day exhibits are to be fully installed by 7:00 p.m. on Sunday. This allows for last minute clean up by the conference center and for a smooth and unimpeded opening. All one-day only exhibits are to be fully installed by 7:00 p.m. on Sunday or 5 p.m. on Monday.
4. Dismantling of exhibits should not occur before 4 p.m. The exhibit times are printed in the conference program and all attendees have the expectation of viewing the exhibits during the advertised time.
5. Hershey Lodge will lock the exhibit hall during all closed hours. However, KSRA will not be held responsible for the loss of any material.
6. Sales and marketing activities should be conducted only in the exhibitor's booth space. Promotional material may not be distributed in the common areas of the conference.

7. If, in the judgment of officers of the Keystone State Reading Association, an exhibit is deemed inappropriate by virtue of content or activity, the exhibitor will be asked to make appropriate alterations or to dismantle and leave the exhibit area.

Exhibitor Sponsored Activities

Exhibitors may separately and privately conduct hospitality functions for the purposes of entertainment or showcasing materials and services. However, exhibitors shall agree that such hospitality functions will not occur during scheduled conference sessions. The conference schedule was adjusted to allow multiple times that the attendees could see the exhibits without break-out sessions.

Publishers, through their authors, consultants, and other representatives, may conduct a professional conference session by completing the appropriate speaker proposal form used by all conference presenters (available at www.ksra.org). Applications will be accepted on the same basis as all presenter applications. Exhibiting companies that submit presenter applications shall focus their presentations on research, instructional strategies, and other areas of professional interest to reading educators. **Regular session presentations may not promote the specific product of the company.**

Exhibitor Strand (Commercial Presentations)

The exhibitor strand affords the opportunity to share specific educational products or services with KSRA attendees. Exhibitor Strand presentations will be scheduled throughout the day. **There is a limit of 12 exhibitor presentation slots.** KSRA will schedule spaces on a first-come, first-served basis. Exhibiting companies must complete the *Exhibitor Strand Presentation Application*. In order to cover processing costs, program listing, room signs, and room rental and services, an additional non-refundable charge of \$100 must accompany the application. **Exhibitors MUST supply their own audiovisual equipment.**

KSRA Conference 2017 Sponsorship Opportunities

Publishers may offer to provide various forms of sponsorship in support of the KSRA Conference 2017 including but not limited to: conference activities, featured speakers, meal functions, publications and printing, and receptions. Such sponsorship will be acknowledged in the conference program provided all agreements are completed before the August 1, 2017 printing deadline. Contact Aileen Hower, 2017 KSRA Conference Chair, at aileen.hower5@gmail.com for sponsorship opportunities.

Author/Illustrator Signing Books in Exhibit Hall

Exhibitors may register authors and illustrators who will be autographing within their booths. The author or illustrator will be listed in the official printed program and virtual program. Your book signing schedule will be posted in both programs if you complete the *Author Booth Signing Application*. **YOU MUST HAVE AN EXHIBIT TABLE ON THE DAY YOUR AUTHOR PRESENTS.**

Conference Program Advertising

Exhibitors may choose to promote their company and materials by placing ads in the printed and virtual programs. Conference printed/virtual program ads: \$75 - Quarter Page, \$150 - Half Page, \$250 - Full Page BLACK and WHITE or \$350 – Full Page COLOR. All ads will appear in both printed AND virtual program. If the advertiser gives us a color advertisement, it will be in color in the virtual program. We are also asking permission to use pictures and text from your website.

Complete the *Conference Program Advertising Application*. A company may place an advertisement in the conference program even though they do not exhibit.

Housing

KSRA has acquired a room rate of \$159.00 without meals at Hershey Lodge. *This **rate includes overnight accommodations only per room per night** and is subject to all applicable taxes.* Of course, you may make your own reservations at any other hotel in the area.

Contract

These conditions together with the various applications constitute the entire, and only, agreement.

Indemnity

The Exhibitor agrees to protect and keep the Keystone State Reading Association forever harmless from any damage or charges imposed for any violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions in the agreement between the exhibit hall and the Keystone State Reading Association regarding exhibit premises. Further, the exhibitor shall at all times protect, indemnify, and keep harmless the Keystone State Reading Association and the Hershey Lodge against and for any and all costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including the exhibitor, its representatives and invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the hotel, its agents, servants, and employees from any and all such losses, damages, and claims. Exhibitors should ensure themselves against property loss or damage and against liability for personal injury. The Keystone State Reading Association and Hershey Lodge are not responsible for loss by theft, damage, delay or while they are in the building. Exhibitors are urged to remove all small and valuable items each evening at the close of the show. If fire, strike, or other circumstances beyond the control of the sponsoring organization occur, exhibitor shall and does hereby waive any claim to damages or other recovery therefore accept the return of the amounts paid as rental for the space less the pro-rata share allocable to the space of the actual expenses incurred by the Keystone State Reading Association in connection with the exhibit.