



General Information for Exhibitors

Keystone State Literacy Association

KSLA Conference 2019
Hershey Lodge and Conference Center
October 30 - November 1, 2019

Exhibit Dates and Times:

Tuesday, October 29	2:30 p.m. - 7:00 p.m.	Exhibit Hall Set-up
Tuesday, October 29	7:00 p.m. - 8:00 p.m.	Reception with Exhibitors
Wednesday, October 30	7:00 a.m. - 8:20 a.m.	Exhibits Open/Continental Breakfast
Wednesday, October 30	9:30 a.m. - 10:00 a.m.	Learn with Exhibitors/Coffee Break
Wednesday, October 30	9:30 a.m. - 4:00 p.m.	Exhibits Open
Thursday, October 31	7:00 a.m. - 8:20 a.m.	Exhibits Open/Continental Breakfast
Thursday, October 31	9:30 a.m. - 10:15 a.m.	Learn with Exhibitors/Coffee Break
Thursday, October 31	9:30 a.m. - 4:00 p.m.	Exhibits Open
Thursday, October 31	4:00 p.m. - 9:00 p.m.	Dismantle Exhibits

Exhibit Chairpersons and Information:

Debbie Urso	Andy Morrison
120 Horsekiller Rd	3813 Laraby Dr.
Shippensburg, PA 17257	Harrisburg, PA 17110
717-860-6441	717-571-1747
debbieurso@yahoo.com	anbook@comcast.net

All exhibitor information and forms will be posted on www.ksrapa.org. Please use e-mail 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 Debbie Urso.

To be listed in the official conference program, your application and check must be received by August 1, 2019.

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. KSLA 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 **eight** 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 20% discount of your *total* space cost. Set-up will be in the Exhibit Hall.

For **ONE** day only, the cost is **\$195 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 KSLA website when available.

Make checks in the full amount payable to **KSLA**. No cash or credit cards.

Cancellation of your application requires written notification to the Exhibit Chairpersons. KSLA will refund your payment, less \$50.00, for cancellations received before the August 1, 2019 submission deadline. There is no refund for cancellations after August 1, 2019, nor is there a refund for no-show.

KSLA will supply name badges for 3 persons for each table. Your *KSLA Conference 2019* 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 KSLA 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 KSLA. The unintended result is placing such companies in 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

KSLA 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 Literacy Association Conference

KSLA 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, KSLA 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 Tuesday. This allows for last minute clean up by the conference center and for a smooth opening. All one-day only exhibits are to be fully installed by 7:00 p.m. on Tuesday or 5 p.m. on Wednesday.

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. The Hershey Conference Center will lock the exhibit hall during all closed hours. However, KSLA 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 Literacy Association, an exhibit is deemed inappropriate by virtue of content or activity, the exhibitor will be asked to make appropriate alterations or to dismantle the exhibit 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.ksrapa.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 literacy 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 KSLA attendees. Exhibitor Strand presentations will be scheduled throughout the day in the exhibit hall. **There is a limit of 12 exhibitor presentation slots.** KSLA 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.**

KSLA Conference 2019 Sponsorship Opportunities

Please see separate Sponsorship Level Information.

Sponsorships

Gold Sponsor - \$7,500

Silver Sponsor - \$5,000

Bronze Sponsor - \$3,000

Friend - \$1,000

Author/Illustrator Book Signings 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. Your book signing schedule will be posted in the program if you complete the *Author Booth Signing Application*.

YOU MUST HAVE AN EXHIBIT TABLE ON THE DAY YOUR AUTHOR PRESENTS.

You may also schedule book signings with KSLA. (Contact Deb Urso for information)

Conference Program Advertising

Exhibitors may choose to promote their company and materials by placing ads in the printed program. Conference printed ads: \$50 – Business Card; \$75 - Quarter Page; \$150 - Half Page; \$250 - Full Page BLACK and WHITE or \$350 – Full Page COLOR. All ads will appear in the printed 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

KSLA has acquired a room rate of \$169.00 without meals at The Hershey Lodge. ***This rate includes overnight accommodations only per room per night and is subject to all applicable taxes. Please identify yourself as an exhibitor when making your reservation and state that the room rate is \$169.00 to avoid any confusion. KSLA provides the hotel with a list of exhibitors.*** 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 Literacy 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 Literacy Association regarding exhibit premises. Further, the exhibitor shall at all times protect, indemnify, and keep harmless the Keystone State Literacy Association and the Hershey Lodge and Convention Center 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 Literacy Association and the Hershey Hotel and Conference Center 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 Literacy Association in connection with the exhibit.

The exhibitor must also agree to and complete the Hershey Hotel and Convention Center Exhibitor Agreement.