

2010 MSLA Annual Conference Exhibit & Sponsorship Contract

October 3 & 4, 2010 • Sturbridge, Massachusetts

Full payment of booth fee is due with this contract. No booth assignment will be made until full payment is received.

Make checks payable to MSLA. Please make a copy of this for your records.

To reserve a booth, complete and return this signed contract with full payment to:

MSLA c/o Kathy Lowe, P.O. Box 658, Lunenburg, MA 01462 • Phone/Fax: 978-582-6967 OR pay online at www.regonline.com/2010msla_exhibits

1. EXHIBITING COMPANY LISTING (as it will appear in Conference materials):

Company Name _____
 Address _____ City _____ State _____ Zip _____
 Tel: _____ Fax: _____
 Representative _____ Email: _____
 Representative _____ Email: _____
 Representative _____ Email: _____

2. CONTACT PERSON: (Responsible for receiving all MSLA Conference mailings):

Name _____
 Address _____ City _____ State _____ Zip _____
 Telephone _____ Fax _____ E-Mail _____

3. LINK ON MSLA WEB SITE: Please type or print clearly the URL for your company's web site or the Email address for your representative: _____

4. SPACE REQUIREMENTS: Number of Booths _____

Preferred Location: (Please choose locations from different areas in case your first choice is already taken.)

(1) _____ (2) _____ (3) _____ (4) _____
 (5) _____ (6) _____ (7) _____ (8) _____

Please do not locate us by _____

5. LETTERING FOR STANDARD SIGN SHOULD READ:

Company Name _____

6. EXHIBIT HALL RAFFLES: List the item(s) that your company will offer in a raffle, or indicate that you will participate

EXHIBIT SPACE FEES - Same fees for last two years

	<i>EARLY BIRD DEADLINE - August 13</i>	<i>REGULAR FEES - AFTER August 13</i>
8' x 10' Booth (B)	<input type="checkbox"/> \$310.00	<input type="checkbox"/> \$350.00
Corner Booth & Entry Wall (A)	<input type="checkbox"/> \$410.00	<input type="checkbox"/> \$450.00
Alcove Area (C)	<input type="checkbox"/> \$1,050.00	<input type="checkbox"/> \$1,300.00
Demonstration Room - Monday, October 4	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$550.00
<i>Please select times to include in the Conference Schedule</i>	<input type="checkbox"/> 7:15 - 8:15 a.m.	<input type="checkbox"/> 7:15 - 8:15 a.m.
	<input type="checkbox"/> 10:15 - 11:15 a.m.	<input type="checkbox"/> 10:15 - 11:15 a.m.
	<input type="checkbox"/> 11:30 a.m. - 12:30 p.m.	<input type="checkbox"/> 11:30 a.m. - 12:30 p.m.
	<input type="checkbox"/> 1:30 - 2:30 p.m.	<input type="checkbox"/> 1:30 - 2:30 p.m.
	<input type="checkbox"/> 3:00 - 4:00 p.m.	<input type="checkbox"/> 3:00 - 4:00 p.m.

Sunday Dinner Buffet \$30.00 x _____ (#) = \$ _____

Monday Boxed Lunch \$20.00 x _____ (#) = \$ _____

MSLA Membership \$40.00 x _____ (#) = \$ _____

Name(s) _____

(of individuals to receive membership)

Conference Sponsorship Level _____ \$ _____

(must be an exhibiting company at the Conference)

TOTAL ENCLOSED \$ _____

SIGNED: Signature _____ Date: _____

No exhibitor will assign, sublet or share the space allotted. Firms or organizations that are not assigned exhibit space will NOT be permitted to solicit business within the exhibit area.

TAX ID: #22-3238052

Booth(s) Assigned # _____ Total Cost \$ _____

Payment Received \$ _____ Check # _____ Date Received _____

(Note - Each exhibiting company will receive 2 complimentary boxed lunches on Monday. Please order additional if needed.)

RULES AND REGULATIONS

Location of Exhibits

Centrally located in the heart of New England, the Sturbridge Host Hotel and Conference Center is only 45 minutes from Hartford, CT, 1 hour from Boston, and 2 hours' drive from Albany, NY.

The exhibits are located in the Hawthorne Exhibit Hall. MSLA reserves the right at all times to modify the floor plan to meet the needs of the exhibit and the exhibitors.

Booth Equipment and Service Information

Standard drapery booth equipment (back 3' high and side rail dividers 3' high) a company identification sign, 2 folding chairs, waste basket, and an 8' table are included in the rental fee. The Sturbridge Host will lock the exhibit hall when it is closed.

The official exhibit service contractor is SER Exposition Services, 35B New Street, Worcester, MA 01605. Telephone 508-757-3397. All services customarily required by exhibitors will be available through the official service contractor. No other contractors will be permitted. SER will send complete shipping instructions and special service information to exhibitors in advance.

Installation and Removal Time

It is mutually agreed that it is the duty and responsibility of each exhibitor to install the exhibit before the opening of the conference and to dismantle the exhibit immediately after the close of the exhibition. Installation will be from 12:00 noon to 2:45 p.m. on Sunday, October 3. **ALL EXHIBITS MUST BE STAFFED AND MUST REMAIN INTACT UNTIL THE OFFICIAL CLOSING HOUR.** Dismantling may not begin until 4:00 p.m. Monday, October 4, and exhibits must be removed from the exhibit hall by 5:00 p.m.

Exhibit Hours

All booths must be open and staffed during the following hours:
Sunday, October 3 - 3:00 p.m. - 5:30 p.m.
Monday, October 4 - 7:30 a.m. - 4:00 p.m.

Cancellation

All cancellations must be made in writing to Conference Coordinator, Melissa Lynch. If notification is received on or before September 3, 2010 all monies less a \$100 service charge, will be refunded. Cancellation received after September 3, 2010 obligates the exhibitor to forfeit all monies paid. **NO REFUNDS WILL BE MADE AFTER THIS DATE.** Failure to occupy booth space does not release the exhibitor from the obligation of the full cost of the rental. If booth space is not occupied by 3:00 p.m., Sunday, October 3, exhibit management will

have the right to use such space as it sees fit to eliminate empty spaces in the Exhibit Hall.

In the event of flood, fire, strikes, riots, civil commotion, or other uncontrollable circumstances that render the exhibit area unfit or unavailable for use within 10 days prior to the opening date of the exhibit, 50% of the money paid for rental will be refunded.

Use of Space

All demonstrations, interviews, literature distributions, or other promotional activities must be confined within the space rented by the exhibitor unless the exhibitor has reserved a demonstration room at additional cost. Sufficient space must be provided within the booth to contain persons watching any demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near the booth free of congestion due to demonstrations or other promotions.

No exhibitor will assign, sublet, move, or share the space allotted. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

Exhibit Construction

Booth back walls are 3' high and side dividers are 3' high. No special signs, booth construction, apparatus or lighting fixtures are permitted in excess of 8' in height. All construction or parts of the display exceeding 4' in height must be at least 5' in from the aisle. Other parts of the exhibit occupying the back half of the booth will not be permitted to exceed the 8-foot height of the back wall.

Interference with the light or space of other exhibits is not permitted. Display materials exposing an unfinished surface to neighboring booth is not permitted.

Due to strict fire laws **NO PART OF THE EXHIBIT MAY EXCEED THE 8' x 10' SPACE.**

Restrictions

MSLA reserves the right to restrict exhibits that become objectionable because of noise, method of operations, materials, or for any other reason, and also to prohibit or to evict any exhibit that in the opinion of the management may detract from the general character of the MSLA Exhibit as a whole. This restriction includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable. In the event of such restriction or eviction MSLA is not liable for any refunds or other expenses.

Sales

Exhibitors are permitted to make sales on the exhibit floor. Obtaining the appropriate license or permits as required by law, collecting and remitting sales taxes, and any other legal business requirements are solely the responsibility of the exhibitor.

Liability

Neither the Massachusetts School Library Association nor the Sturbridge Host Hotel and Conference Center is liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, upon signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense for personal injury, accident, or property damage from fire theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

Security

The doors to the exhibit area will be locked when the hall is closed. Exhibitors, however, are solely responsible for their own exhibit materials and should insure the exhibit against loss or damage from theft, accident, vandalism, fire, or other causes. All property of an exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, from, or within the confines of the Exhibit Hall.

Care of Building and Equipment

Exhibitors or their agents must not injure or deface the walls or floors of the building, the booth, or the equipment of the booths. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to walls, floors or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. When such damage appears, the exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flameproof. Electrical wiring must conform to National Electrical Code Safety Rules. Combustible materials or explosives are not permitted in the Exhibit Hall.

MSLA

P.O. Box 658, Lunenburg, MA 01462
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phone/fax: 978-582-6967