EXHIBITOR PACKET

Florida Reading Association
53rd Annual Fall Conference

Treasures from the Sea: Literacy Adventures

October 8 – 11, 2015
Florida Hotel and Conference Center
Orlando, Florida

Deanne Nelson
FRA Exhibit Coordinator
dinflorida@gmail.com
941-525-0921
5650 Bentgrass Drive Unit 103
Sarasota, FL 34235
### EXHIBIT INFORMATION

#### CONFERENCE:
FRA will hold its 53rd Annual Conference, *Treasures from the Sea: Literacy Adventures*, from October 8 – 11, 2015 at the Florida Hotel & Conference Center in Orlando, Florida. Approximately 800 teachers, librarians, administrators and other educators are expected to attend.

#### EXHIBITORS:
Items exhibited range from textbooks to educational supplies, clothing to jewelry, and much more!

#### EXHIBIT LOCATION:
Florida Hotel and Conference Center
Mezzanine Level - Heroes Ballroom Salon 1 – 3

#### HOUSING INFORMATION:
FRA has reserved a block of rooms at the rate of $115.00 for single or double occupancy. Please request the FRA rate when making reservations. For reservations contact the Florida Hotel and Conference Center at 800-588-4656.

#### BOOTHs AVAILABLE:
All booth spaces will be assigned according to your listed preferences on a “first-come, first-served” basis. The Exhibit Map in this packet shows the floor plan for the booths in the exhibit hall. An update of open booth spaces will be available at www.flreads.org.

#### BOOTH INCLUDES:
- Booth Size: 8’ x 10’
- Booth comes with: one white draped table 6’ x 2’; two chairs; a wastebasket; 7” x 44” booth ID sign; and 8’ x 10’ teal and white pipe and drape

#### SET UP:
- Thursday, October 8.................10:00 a.m. – 5:45 p.m.

#### EXHIBIT HOURS:
- Friday, October 9.....................7:30 a.m. - 6:30 p.m.
- President’s Reception 5:00 – 6:30 p.m. in Exhibit Hall
- Saturday, October 10................7:30 a.m. – 3:30 p.m.

#### TEAR-DOWN:
- Saturday, October 10........ 3:30 p.m. – 5:00 p.m.

*Many attendees are Saturday attendees. To provide them a full day of participation, please do not dismantle exhibits before 3:30 p.m.*

#### EXHIBIT FEES:
- **Booth Fee**: $600.00
- **Additional booth**: $500.00
- **Advertising in FRA Publications**: $125 and up

Exhibitors can publicize their company, booth or presentation with an ad in the Program Book and all FRA publications. Ads are available in a variety of sizes in both black/white and color. Please see the Advertisement form in this packet for complete listing of rates and options.

#### SPONSORs FRA E-Newsletter, FRA Journal, or an Event:
Exhibitors have many sponsorship opportunities. This is an excellent way to increase the visibility of your company to the conference. For more information, please see the Sponsorship Opportunities form in this packet.

#### EXHIBIT & EXPOSITION SERVICES:
**Exposition Services:**
Brede/Allied Convention Services Inc.
Frank Minish, Account Executive
407.851.0261
www.bredeallied.com

**Event Technology:**
PSAV
Jason Congialosi
jcangialosi@psav.com
407-859-7138

#### HOTEL DRAyAGE:
Delivery of pallets and/or boxes to the hotel is subject to a receiving/handling fee. The charge for an individual box is $10.00. Additionally, a $5.00 per day storage fee will apply after the fifth day of storage. Pallets up to 500 lbs. will be charged at $100.00 per pallet; over 500 lbs at $200.00 per pallet. No storage fee will be applied to pallets. The hotel reserves the right to refuse shipments that exceed our capacity to handle or store. Prices are subject to change.

Address your packages to The Florida Hotel & Conference Center; 1500 Sand Lake Road; Orlando, FL 32809 – Attention to the person picking them up. Make sure to put the name and dates of the conferences on the packages.
EXHIBITOR REGISTRATION FORM
Florida Reading Association Conference
Treasures from the Sea: Literacy Adventures
Exhibit Days – Friday, October 9 and Saturday, October 10

EXHIBITOR INFORMATION

PROGRAM BOOK INFORMATION: (As it should be printed in the Final Program Book)

Company Name: ________________________________________________________________
Company Address: ______________________________________________________________________________
City: _______________________________________ State: ____________________ Zip: _______________
Phone: _____________________________________ Fax: _________________________________
Website: _______________________________________________________________
Representative(s) Attending: ________________________________________________________________
Representative(s) Email: _________________________________________________________________
Product Displayed/Sold: _________________________________________________________________

CONTACT INFORMATION: (Used for future correspondence including email confirmations)

Primary Contact: _________________________________________________________________
Mailing Address: _________________________________________________________________
City: _______________________________________ State: ____________________ Zip: _______________
Phone: _____________________________________ Fax: _________________________________
Email Address: ________________________________________________________________

BOOTH SELECTION:

First Booth 1 x $600.00 $ 600.00
Additional Booth $500.00 each __ x $500.00 $_______ .00 1st __________
Total Amount Due $_______ .00 2nd __________
3rd __________

Use the reference numbers on the Exhibit Map floor plan to select preferred booth location(s). All booth spaces will be assigned according to your listed preferences on a “first-come, first-served” basis. The Exhibit Map in this packet shows the exhibit floor plan. An update of open booth spaces is available at www.reading.org. FRA reserves the right to change booth assignments if necessary.

___ I have read and agreed to the Terms and Agreements as stated in items numbers 1 through 19 in the Terms and Agreements section of this Exhibitors Packet.

Authorizing Signature: _______________________________________________ Date: ______________

Make checks payable to FRA and return this form, ad and payment to: Deanne Nelson, 5650 Bentgrass Drive Unit 103, Sarasota, FL 34235
Florida Reading Association Conference
_Treasures from the Sea: Literacy Adventures_
October 8 – 11, 2015

CONTACT INFORMATION: (Used for future correspondence including email confirmations)

Company Name: _______________________________________________________________________________

Contact Person: _______________________________________________________________________________

Mailing Address: _______________________________________________________________________________

City: ______________________________________ State: _____________________ Zip: ________________

Phone: ___________________________ Fax: _____________________________________________

Email Address: __________________________________________________________________________________

AD SPECIFICATIONS
Advertisement will be placed in the following FRA publications: Conference Program Book, FRA Reading Journal (biannual), and Teachers on the Cutting Edge (annual).

Black & White

- Inside Front or Outside Back Cover........$1,000.00
- 2 Page Center Spread..............................$1,250.00
- Full Page...........................................$ 750.00
- ½ Page Vertical....................................$ 500.00
- ¼ Page Vertical....................................$ 500.00
- ¼ Page Horizontal.................................$ 250.00

Four-Color

- Inside Front or Outside Back Cover........$1,250.00
- 2 Page Center Spread..............................$1,500.00

Total Due: $____________________________

Dimensions (Live Area)

- Full Page/Cover.................................7 ½” w x 9 ½ h
- ½ Page Vertical.................................3 ½” w x 9 ½ h
- ¼ Page Horizontal.................................7 ¼” w x 4 ½ h
- ¼ Page..................................................3 ½” w x 4 ½ h

Due August 1, 2015

Ads should be scanned or created at 300 dpi and submitted as a PDF file with all fonts and graphics correctly embedded. All ads will be non-bleed. Please include a hard copy of the ad with the submission of this form.

Make checks payable to FRA and return this form, ad and payment to:

Deanne Nelson
5650 Bentgrass Drive Unit 103
Sarasota, FL 34235

All ads are due August 1, 2015.

Send ads camera ready on a disk with this form or by email to kathy.fontaine@newpointeducation.com.
**SPONSORSHIP OPPORTUNITIES**  
Florida Reading Association Conference  
*Treasures from the Sea: Literacy Adventures*  
October 8 – 11, 2015

### Annual Fall Conference Opportunities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Reception</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>The President’s Reception invites all conference attendees, presenters, and Florida Legislators to the FRA Conference. This reception is held Friday evening on the Mezzanine Level Reception area and Exhibit Hall.</td>
<td></td>
</tr>
<tr>
<td>Delegates’ Assembly and Breakfast</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>FRA Delegates’ Assembly is the annual meeting in which FRA Board of Directors meets with the representatives from the local council to share the “State of the Association” and present the annual budget.</td>
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</tr>
<tr>
<td>FRA Past Presidents’ Luncheon</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Each year at the annual conference FRA honors the past presidents of the association at the Saturday book and author luncheon.</td>
<td></td>
</tr>
<tr>
<td>Afternoon snack in Mezzanine Reception area</td>
<td>$250.00</td>
</tr>
<tr>
<td>Refreshments are served in the reception area just outside the exhibit hall to encourage attendees to visit the exhibits.</td>
<td></td>
</tr>
<tr>
<td>Conference Tote Bags</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Participant Name Badge &amp; Lanyards</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Conference Novelty items</td>
<td>$750.00</td>
</tr>
<tr>
<td>Preservice Teachers Sponsorship</td>
<td>$500.00</td>
</tr>
<tr>
<td>Sponsor 10 – 12 college level students who assist FRA and exhibitors during the conference.</td>
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</tr>
<tr>
<td>Door Prize</td>
<td></td>
</tr>
<tr>
<td>Door prize will remain at your exhibitor booth until someone from the FRA Door Prize committee picks it up.</td>
<td></td>
</tr>
</tbody>
</table>

*Thank you for supporting literacy in the state of Florida and sponsoring one or more conference opportunities.*

Company Name: __________________________________________________________________________________________

Contact Person: __________________________________________________________________________________________

Make checks payable to FRA and return this form and payment to:  
Deanne Nelson  
5650 Bentgrass Drive Unit 103  
Sarasota, FL 34235

Send company logos camera ready on a disk with this form or by email to  
kathy.fontaine@newpointeducation.com.

All logos are due August 1, 2015.
EXHIBITOR TERMS & AGREEMENTS
Florida Reading Association Conference
Treasures from the Sea: Literacy Adventures
Exhibit Days – Friday, October 9 and Saturday, October 10

1. Exhibit Management: All exhibits will be under the management and control of Florida Reading Association (to be referred to as FRA). FRA reserves the right to prohibit any exhibitor or proposed exhibit which in its opinion is not suitable to or in keeping with the general character of the conference exhibits.

2. Application for Space: Exhibitor’s application and full payment must be received to reserve space.

3. Shipment of Exhibit Materials: Brede/ALLIED Convention Services will store any materials that are shipped to them. The fees will be noted on the FRA Conference page on the Brede/ALLIED Convention Services website.

4. Installation of Exhibits: Exhibitors will have access to the exhibit area from 10:00 a.m. to 5:45 p.m., Thursday, October 8, 2015 for set up. FRA will not be responsible for any cost of moving display material into or out of assigned spaces for any reason. Exhibit MUST fit within the assigned space.

5. Removal of Exhibits: Exhibitors may remove their exhibits on schedule at 3:30 p.m. Saturday, October 10, 2015. Many attendees are Saturday attendees. To provide them a full day of participation, please do not dismantle exhibits before 3:30 p.m.

6. Hours of Exhibits: Exhibitors will have access to the room at 7:15 a.m. on show days. All exhibits must be ready to receive for the following exhibit hall times: Friday, October 9, 7:30 a.m. to 6:30 p.m. and Saturday, October 10, 7:30 a.m. – 3:30 p.m.

7. Exhibit Specifications: Each 8’ x 10’ booth will come with the following items – one white draped 6’ x 2’ table, two chairs, a wastebasket, one 7” x 44” booth ID and 8’ x 10’ teal and white pipe and drape. In consideration of adjacent exhibitors, the sides of an exhibit should not exceed three feet in height beyond a distance of four feet from the back wall of the booth.

8. Official Service Contractor: Brede/Allied Convention Services, Inc. Additional furnishing including tables, chairs, etc, will be supplied on a rental bases through the official service contractor.

9. Offensive Exhibits and Exhibitors: Exhibits of a nature that obstruct the view and interfere with the privilege of other exhibitors or which because of noise or any other reason become objectionable may be modified or removed at the discretion of FRA. Exhibitors may not harass or harangue other exhibitors for any reason. Disputes should be brought to the attention of FRA Exhibit Manager for resolution. Sanction will be imposed for unacceptable conduct.

10. Prohibited Usage: The use of propane, butane, straw, flammable liquids or blinding, glaring or flashing lights, loud noise, creation of debris are prohibited. Also prohibited is the use of duct tape, or anything that will leave a sticky residue on the floors.

11. Event Technology: PSAV will provide the official services for all event technology in the exhibit hall. These services can be rented directly through PSAV.

12. Exhibitor’s Property: Exhibitor agrees not to bring onto the premises any material, such as straw or equipment which is likely to constitute a hazard to property thereon. All materials used for displays must be flameproof or flame resistant.
13. **Loss or Damage of Exhibitor’s Property:** FRA and the Florida Hotel and Conference Center will not be responsible for any loss by fire, theft, or damage to material or exhibits from any cause. Exhibitor hereby assumes all risks relating to property and materials to be displayed at the conference.

14. **Responsibility for Damages to the Florida Hotel and Conference Center:** The exhibitors are responsible for any and all damage to property caused by exhibitor or his/her agents, whether accidental or otherwise. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, floors, etc. in such a manner as to deface or damage them. Likewise, no attachment may be made to floors by nails, screws, or any other device that would damage them or mar them.

15. **Indemnity:** Exhibitor assumes responsibility and agrees to indemnify and defend FRA, the Florida Hotel and Conference Center, and their respective employees and agents against any claims and expenses arising out of the use of the exhibition premises.

16. **Insurance:** The exhibitor understands that neither FRA nor the Florida Hotel and Conference Center maintain insurance covering the exhibitor’s property and it is the sole responsibility of the exhibitor to obtain such insurance. Neither FRA nor the Florida Hotel and Conference Center will provide insurance against any loss, including personal injury and property damage, which may be incurred by exhibitor from whatever cause. Exhibitor agrees to comply with all pertinent laws and policies of the Florida Hotel and Conference Center, including, but not limited to fire and building codes.

17. **Identification Badges:** Badges must be visibly displayed above the waist at all times within the exhibit area. Exhibits must be manned at all times during show hours. Each exhibiting company will have on full conference registration that is included as part of the exhibitor package. Sign-in and full payment must be done prior to set up.

18. **Cancellation and Refunds:** FRA reserves the right to cancel any exhibitor’s right to exhibit for any violation of the Terms and Conditions or for other due cause. Cancellation requests must be made in writing by August 15, 2015. FRA will make no refunds for cancellations for ANY cause after September 1, 2015.

19. **If Exhibit Area is Rendered Untenable:** If the exhibit area is made untenable or destroyed by fire or an Act of God or if exhibit activities are precluded by labor disputes, FRA will not be liable for performance under the contract.

Terms and Agreements must be read and agreed as part of the Exhibitor application. A check on the line next to “I have read and agreed to the Terms and Agreements as stated in items numbers 1 through 19 in the Terms and Agreements section of this Exhibitors Packet” and an authorized signature on the Exhibitor Registration Form demonstrate agreement to these terms and agreements.