

**General Information for Exhibiting**  
**Keystone State Literacy Association**  
**Annual Conference**

All exhibitor forms are posted on <https://ksla.wildapricot.org/Conference>.

**Reservation of Exhibit Space**

Complete and return the *Application and Exhibit Space Contract* along with a check for the full appropriate amount. To be listed in the official conference program, your application and check must be received by October 1. **A 10% fee will be charged to exhibitors who submit a late payment after October 1.**

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, clothed and skirted table, and 2 chairs. Wireless internet will be available in the exhibit hall at no additional cost. Please refer to the Exhibitor Application for the cost of tables. Make checks in the full amount payable to **KSLA**. No cash or credit cards.

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*.

There are additional charges for a standard 110-volt electrical outlet and drayage. Electrical service and pre-conference shipping can be purchased from the convention center.

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

KSLA will supply name badges for 2 persons for each table. Your 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.

*If your company is unable to attend the conference but would like promotional materials distributed to the conference attendees, please complete the contact information above and submit \$350, which is equivalent to a full-page color ad.*

### **Assignment of Tables**

KSLA will work directly with the professional designers of the Convention Services to provide the best visibility and access to all.

### **Confirmation**

KSLA will send an email confirmation in early October to all exhibitors. The confirmation will include your table number(s) and all information for securing additional services such as electricity. 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 exhibitors should adhere to the schedule for exhibits found on the Exhibitor Overview.
4. The Convention Center will lock the exhibit hall during closed hours. However, KSLA will not be held responsible for the loss of any material.
5. 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.
6. 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 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 [ksla.wildapricot.org](http://ksla.wildapricot.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 KSLA conference attendees. Exhibitor Strand presentations will be scheduled throughout the day. There is a limit of 10 exhibitor presentation slots. KSLA will schedule presentations 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 nonrefundable charge of \$125 must accompany the application. A projector will be provided, but exhibitors **MUST** supply any other audiovisual equipment that will be needed.

### **KSLA Conference Sponsorship Opportunities**

Publishers may offer to provide various forms of sponsorship in support of the KSLA Conference 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 October 1. Contact Glendia Kennedy, 2020 KSLA Conference Chair, at [glendiakennedy@gmail.com](mailto:glendiakennedy@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. All ads will appear in both printed AND virtual programs. 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. Contact Alexis Kierse at [alexis@thinkgraphtech.com](mailto:alexis@thinkgraphtech.com) or at 717-238-5751 ext. 119 to advertise in the conference program. A company may place an advertisement in the conference program even though they do not exhibit.

### **Housing**

There is a room block for conference attendees and exhibitors at the hotel. Please visit the website to reserve your room online.

**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 Conference 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 Hershey 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.