

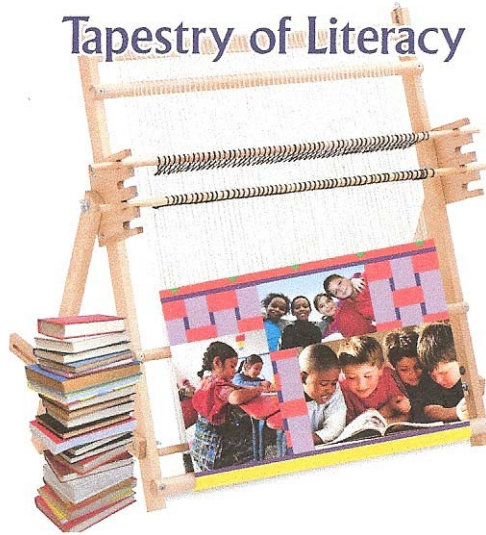


California Reading Association

EXHIBIT PROSPECTUS

43rd Annual Institute **2010**

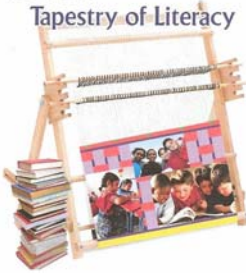
Weave a
Tapestry of Literacy



Riverside Convention Center

October 15 - 16, 2010

Weave a
Tapestry of Literacy



California Reading Association

43rd Annual Institute
October 15 – 16, 2010
Riverside, California

Dear Exhibitor,

The California Reading Association would like to invite you to exhibit your literacy materials at the 43rd Annual California Reading Association Institute, **October 15 -16, 2010** at the Riverside Convention Center, located at 3443 Orange Street, Riverside, California 92506. Space is limited this year so, we are offering display tables instead of booths. Each exhibit display consists of (1) table cloth, (1) 8' table and 2 chairs. The fee for 1 table is \$300 for the 2 days of the institute. To give everyone a fair opportunity to display their materials a maximum request of 2 tables per exhibitor ONLY is offered.

The California Reading Association is a non-profit organization dedicated to promoting literacy statewide. This year's institute theme is *Weave a Tapestry of Literacy*. We are anticipating approximately 350 Educators and Administrators from throughout the state of California to attend this institute.

Educators will look forward to two days that offer both nationally and internationally known speakers and researchers in the field of education, along with the newest educational materials and products. As we strive to be as responsive as possible to the concerns of both our attendees and our exhibitors, we have scheduled our Exhibits to be open Friday & Saturday, October 15 – 16, 2010. Some time has also been set aside for Exclusive Exhibit Hours where you will have **conflict free exhibit time** with no concurrent sessions scheduled.

• **EXHIBIT HOURS:**

Friday, October 15, 20

Exhibitor set-up

6:00 am – 7:30 am *(all boxes and trash must be cleared from aisles and out of sight by 7:30 am)*

Exhibits Open

8:00 am – 4:00 pm

Exclusive time

11:15 am -1:00 pm

Saturday, October 16, 2010

Exhibits Open

8:00 am – 2:45 pm

Exclusive time

11:15 am – 1:00 pm

THIS IS A NON UNION FACILITY

• **SPONSORSHIPS:** A number of special events will take place during the two day institute. We invite you to sponsor **all** or **part** of an event. As a sponsor, your company will be highlighted in the program and at each special event. Each sponsor will receive badge ribbons to acknowledge their sponsorship and an invitation to the event they sponsor. If you are interested in a sponsorship, refer to the enclosed sponsorship information or go to the CRA website at www.californiareads.org. If you require more information, please contact the CRA office at 714-435-1983.

CRA acknowledges and appreciates the important role that exhibitors play at the institute. It is our goal to provide a show that displays quality products and services. We want to make this the best show possible. For the best table location, make your reservations now. Tables are assigned on a first-returned form-with payment basis. Please review the enclosed prospectus carefully and consider exhibiting at the 43rd Annual CRA Institute, "**Weave a Tapestry of Literacy**".

**43rd ANNUAL INSTITUTE OF THE CALIFORNIA READING ASSOCIATION
OF THE INTERNATIONAL READING ASSOCIATION
RIVERSIDE CONVENTION CENTER, RIVERSIDE, CA
OCTOBER 15-16, 2010**

These rules and regulations are understood to be a part of the exhibitor's contract.

- **APPLICATION FOR AND ASSIGNMENT OF TABLE:** All applications should be made on the regular form provided. Exhibitors should submit their 1st to 5th choices of table locations. Assignments of tables will be made as closely as possible by your choices, and/or nature of your product. California Reading Assn. reserves, in its absolute discretion, the right to reject the application for exhibit space of any person or entity. Without limiting the foregoing, CRA reserves the right, in its absolute discretion, to prohibit an exhibitor from exhibiting, without notice, even if an exhibitor has complied with all applicable rules and regulations in a prior year.
- **EXHIBIT FEES:** All exhibit fees must be received before July 1, 2010. There will be no refund of exhibit fees or cancellations, for any reason, after September 1, 2010. ANY cancellations prior to September 1, 2010 are subject to a \$75 per booth processing fee.
- **INSTALLING, OPENING AND CLOSING EXHIBITS:** **The Riverside Convention Center is a NON-UNION facility. There will be NO UNION or DECORATOR SERVICE available.** It is the Exhibitors responsibility to move materials in and out of the Exhibit area during the specified times listed below. There will be cars and hand carts available to assist in your move in and out. Refer to the hall diagram for load in doors.

Exhibit tables must be set up Friday, October 15, 2010 from 6:00 a.m. to 7:30 a.m.
The Exhibit Hall will be open to attendees at 8:00 a.m. ALL BOXES MUST BE OUT
OF THE AISLES AND OUT OF SIGHT BEFORE EXHIBITS OPEN AT 8 A.M.

EXHIBIT SET-UP: Friday, Oct. 15 6:00 a.m. - 7:30 a.m.

EXHIBIT HOURS:

Friday, Oct. 15 8:00 a.m. - 4:00 p.m.
Saturday, Oct. 16 8:00 a.m. - 2:45 p.m.

ABSOLUTELY NO BOOTHS MAY BE DISMANTLED BEFORE 2:45 pm, SATURDAY OCT. 15. There will be another event taking place in the hall that evening. ALL EXHIBIT MATERIAL MUST BE REMOVED AS QUICKLY AS POSSIBLE. EVERYTHING NEEDS TO BE COMPLETELY REMOVED FROM THE EXHIBIT AREA BY 3:15 P.M.

- **BOOTHS AND FURNITURE:** The prices quoted on the Floor Plan include (1) table cloth, (1) 8' table and 2 chairs. There will be a sign showing your name and table number.
- **AV EQUIPMENT AND ELECTRICAL:** Arrangements for AV or electrical may be made by the Exhibitor by calling the following contacts:
Audio Visual: 951-346-4709, Pro AV
Electrical: 714-985-1480, Edlen Electrical
- **ON-SITE DELIVERY OF FREIGHT BY PRIVATE-OWNER VEHICLES**
Exhibitors having simple "pop-up" easy to carry boxes may park their cars on the lower level of the convention center parking garage and come in through the main lobby entrance and go to the designated room to set up. THE RIVERSIDE CONVENTION CENTER OFFERS COMPLIMENTARY PARKING.

- SHIPPING AND FREIGHT HANDLING: If you are not bringing in your own materials by car and wish to ship ahead, please ship boxes as follows:

TO: Riverside Convention Center
 % California Reading Association – October 15 – 16, 2010
 CONTACT: Name of Company, Contact and Table Number
 3443 Orange Street
 Riverside, CA 92501
 (Please make sure that ALL boxes are labeled % California Reading Association, Date of Event and Company Name and Contact)

All shipments should be PREPAID. COLLECT shipments will NOT be accepted.

- **VENDOR SELLER'S PERMITS:** *Seller's Permits are required by the state Board of Equalization, and must be on file with the California Reading Association a minimum of the (10) days prior to the event if selling of any items are involved. Whether you plan on selling materials or not, you must fill out the resale form that is attached to this packet and return to the CRA office, along with the application.*
- REGISTRATION: There will be no registration fee for exhibitors provided they register in advance of the conference. All exhibitors will be identified by badges. It is MANDATORY that all exhibitors wear this identification while on duty during the conference. LIMIT OF TWO PER TABLE.
- CONDITION OF EXHIBIT AREA: When setting up your table(s), nothing shall be pasted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, ceiling or other parts of the building or furniture. No materials may obstruct the view of the table on either side of you. BACKDROP AREA BEHIND YOU IS LIMITED

CRA reserves the right to relocate tables at any time for the overall benefit of the convention.

All exhibit material must conform with local fire regulations. No exhibitor may assign, sublet, or apportion any part of the whole of the space allotted, or exhibit therein any goods not manufactured or sold in the regular course of business. Canvassing and Advertising: Canvassing or distributing and/or displaying any advertising matter outside the exhibitor's own space will not be permitted. Exhibitors will be permitted to give out samples, circulars, catalogs, or other advertising at their table only.

Character of Exhibits: The character of the exhibits is subject to the approval of the exhibit committee. The right is reserved to refuse applications of firms not meeting the standards required.

In addition, the exhibit committee will evaluate the extent to which the exhibit promotes the charitable mission of CRA, i.e., promoting literacy in California. This applies to displays, literature, advertising novelties, souvenirs, conduct of person, etc.

Care of Exhibit Area: Each exhibitor is asked to tidy up around his own table area before closing hour each day.

- LIABILITY: It is agreed that exhibitors shall assume all responsibility for damage to the exhibit area, and they shall indemnify and exempt the Annual State Institute of the California Reading Assn. of the International Reading Assn., and its officers and staff, and Riverside Convention Center, from all personal and property loss or liability which may ensue from any cause whatsoever. All claims for any such loss, damage or injury are expressly waived by the exhibitors. Without limiting the generality of the foregoing, exhibitor expressly waives any claim to consequential damages. The exhibit area will either be locked or a watchman placed on duty when the exhibit area is not open to the public. In case the exhibit space shall not be available for the uses herein specified due to war, governmental action or order, act of God, fire, strikes, labor disputes, or any other causes beyond the control of the sponsoring associations, this agreement shall immediately terminate and in such event the exhibitor shall and does hereby waive any claim to damages or any other recovery therefore except the return of the amounts paid as rental for the space less the pro-rated share allotable to the space of the actual expenses incurred by the sponsoring association in connection with the exhibit.
- CONTRACT: These official rules and regulations together with the application for exhibit space constitute the entire agreement and no verbal understanding will be recognized by the exhibit committee of the sponsoring association.

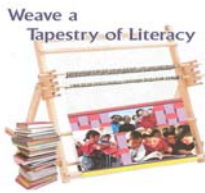


EXHIBIT APPLICATION AND CONTRACT

CALIFORNIA READING ASSOCIATION
43rd ANNUAL INSTITUTE
OCTOBER 15 – 16, 2010
RIVERSIDE CONVENTION CENTER

PLEASE FILL OUT AND RETURN THIS APPLICATION/CONTRACT. Make a copy of this form for your records.

The **Resale Form** (included in the Prospectus packet) **must** also **be signed and returned** (whether you sell materials or not) along with this application/contract.

(1) 8' Table, tablecloth and 2 chairs @ \$300.00 each Maximum request of 2 tables per exhibitor **ONLY**.

Mail to: CRA Exhibits, 3186 D-1 Airway, Costa Mesa, CA 92626 or **FAX to:** 714-435-0269.

1. NAME & ADDRESS: Unless noted otherwise, Name & Address will be published in the final program as listed below.

Company Name: _____ Contact _____

Address: _____

City/State/Zip _____

Phone: _____ Fax: _____ Email: _____

2. PAYMENT Options via Credit Card or Check: _____ American Express _____ VISA _____ MasterCard

Account Number: _____ Expiration Date: _____

Cardholder Name: _____ Cardholder's Signature _____

Telephone # _____

_____ Enclosed is a check for \$ _____, for which you are hereby requested and authorized to reserve table space indicated below, at the CRA State Conference. **MAKE CHECKS PAYABLE TO CRA.**

3. EXHIBIT SPACE: Please list your 1st to 5th table location choice. Assignments of table(s) will be made as closely as possible by your choices, and/or nature of product. A letter of confirmation will follow in the mail when a table is assigned.

1st Choice _____ 2nd Choice _____

3rd Choice _____ 4th Choice _____

5th Choice _____

4. DISPLAY and/or SELL MATERIALS: Check one of the following:

- I plan to display materials only.
- I plan to display and take orders only.
- I plan to display and sell materials. California Resale # _____

*(If you plan to sell materials you must provide CRA with your California Resale #.
If you do not have a CA Resale #, see resale form attached for details or contact CRA office)*

When MAILING Application/Contract, a 50% per table deposit is required.
Balance is due on or before July 1, 2010. If faxing Application/Contract, a deposit will be required within 3 working days. Failure to make full payment by July 1, 2010 will subject Exhibitor to cancellation of contract and forfeiture of deposit. Full Payment is due with all applications received after July 1, 2010. **There will be NO Refund of exhibit fees or cancellations, for any reason, after August 1, 2010.** Any cancellations prior to August 1, 2010 are subject to a \$75 processing fee per Booth Space.

6. Describe your exhibit and items that you will feature, using no more than 25 words:

7. We have read ALL of the Official Rules and Regulations governing the Exhibits and understand them completely and the undersigned

agrees to exhibit on the basis set forth therein: Authorizing Agent: _____
Signature Position Phone Number

RESALE FORM

California Reading Association

3186 D-1 Airway • Costa Mesa, CA 92626
Phone: 714-435-1983 • Fax: 714-435-0269
www.californiareads.org

WHETHER YOU WILL OR WILL NOT BE SELLING PRODUCTS, YOU **MUST RETURN THIS FORM TO THE CRA OFFICE.**

SELLER'S PERMITS ARE REQUIRED BY THE CITY OF RIVERSIDE, AND MUST BE ON FILE WITH THE CALIFORNIA READING ASSOCIATION BEFORE OCTOBER 10, 2010. Please complete this form and return to the CRA office, attached to Exhibitor Application

Exhibitors who choose to sell their products at the CRA Conference assume full responsibility in collecting all applicable taxes.

_____ I plan to display materials only

_____ I plan to display and sell materials *

_____ I plan to display and take orders only.

- ***If you plan to sell materials you must provide CRA with your California Resale #. Please list the # below.***

Company Name _____

Representative Name _____

California Resale # _____

For companies in and out of the state of California, a temporary seller's permit is necessary. The permits are issued by the State Board of Equalization and may be obtained by mail, fax or downloaded off the Internet.

Information Center and Permit Request Line: (800) 400-7115 (request form #BOE 400MT)

From TDD phones: (800) 735-2929

From voice phones: (800) 735-2922

California State Board of Equalization Web site: www.boe.ca.gov

For exhibiting companies located outside California:

California State Board of Equalization

Out of State District

3321 Power Inn Road, Ste. 130

Sacramento, CA 95826-3889

Tel: (916) 227-6600

PLEASE NOTE THAT THERE COULD BE A DELAY WHEN APPLYING FOR A TEMPORARY PERMIT. FILL OUT AN APPLICATION AS SOON AS POSSIBLE AND SUBMIT TO THE B.O.E

California Reading Association Housing Information

CRA 2010 Annual Institute
(October 15 – 16, 2010)

CRA has reserved a block of rooms at a group rate of \$99 per night
Plus 11.065% applicable state and local taxes,
and CA Tourism Assessment Fee
with the
Riverside Marriott Hotel,
3400 Market Street, Riverside, CA 92501

Reservation requests may be made by choosing one of the following methods:

CALLING: 1-800-266-9432

Guests must reference: CRA 2010 Annual Conference when making reservations.

or

ONLINE: Visit the CRA website at www.californiareads.org and click on the link for online hotel reservations.

Reservations must be PAID IN FULL at time of request. NO CANCELLATIONS, DATE CHANGES OR REFUNDS will be accepted. Rates do not include 11.065% occupancy room tax and CA Tourism fee. Hotel reservations are based on first come, first served basis. Acknowledgement of your reservation will be sent immediately via email or fax (if provided) or will be mailed within 48 hours.

Deadline for submitting requests for housing is: Sept. 12, 2010. After this date, group rates will no longer be honored. Requests made after this date are placed on a space available basis. **Name changes will be accepted however, there are NO CANCELLATIONS, DATE CHANGES OR REFUNDS.**