

# EXHIBIT CONTRACT

*(All exhibits must be educationally oriented.)*

**Please return by mail this completed contract along with full payment. Faxed requests for space will be refused.**

*Checks should be made payable in U.S. funds and sent to*

Lynn Pyle, Exhibits Manager  
 International Reading Association  
 800 Barksdale Road, PO Box 8139  
 Newark, DE 19714-8139, USA

A copy confirming space assignment will be returned to you.  
*Please type or print clearly.*

\_\_\_\_\_  
 Company *(as you wish it to appear in program)*

\_\_\_\_\_  
 Exhibit Coordinator *(to whom all correspondence will be sent)*

\_\_\_\_\_  
 Address *(as you wish it to appear in program)*

\_\_\_\_\_  
 City State/Province

\_\_\_\_\_  
 Postal Code Country

\_\_\_\_\_  
 Phone Fax

\_\_\_\_\_  
 E-mail Website

## Cost of Space per 8' x 10' Booth

US\$500.00 per Corner Booth      US\$450.00 per In-Line Booth

Full payment, in U.S. funds, must be submitted with this application. Payment includes booth space, front posts 3' high, division drapes 3' high, background columns and drape 8' high, company listing in the program, three conference registrations per booth, overnight security, and a standard sign identifying your company. Tables, chairs, etc. can be ordered through the decorator. Information will be sent with space assignments.

## Payment

- Check made payable to the International Reading Association
- Credit Card Payment\* \$ \_\_\_\_\_ Amount to Be Applied
- Visa    MasterCard    American Express

\_\_\_\_\_  
 Card Number Exp. Date

\_\_\_\_\_  
 Cardholder Name

\_\_\_\_\_  
 Signature

\*IRA reserves the right to charge your credit card the correct amount if there is an error in calculation of total amount due.

## Space Choices and Assignments

Space will be assigned on a first-come, first-served basis. Consideration will be given to the amount of space required and the general grouping of exhibits for proper balance of displays. If the desired booth choices are unavailable when this application is processed, space will be assigned as close to your selection as possible. We will not contact applicants by phone regarding booth placement. **If you are requesting space adjacent to another company, the applications for all companies involved must be submitted together, along with payment; otherwise, we do not guarantee that your request will be honored.** Please indicate six preferences of booth space. **End cap and peninsula style booths are prohibited.**

- 1. \_\_\_\_\_ 4. \_\_\_\_\_
- 2. \_\_\_\_\_ 5. \_\_\_\_\_
- 3. \_\_\_\_\_ 6. \_\_\_\_\_

Number of Booths Requested: \_\_\_\_\_

## Program Information

A 25-word description will be included in the conference program if space allows. The description must be received with this contract, and each company is entitled to one listing only.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Exhibit Hall Sales

Please indicate ( yes or  no) whether or not your company will be making sales in the exhibit hall. If you choose to sell, you are responsible for securing a vendor license and collecting all applicable taxes.

## Agreement

The undersigned agrees to abide by the Rules and Regulations of the Exhibit included on both sides of this contract, the Exhibit Prospectus, and in the Exhibitor Service Kit, which will be issued in advance of the conference. An exhibitor may cancel this contract by giving written notice of cancellation, which must be received by IRA 45 days prior to the conference. In the event of such cancellation, it is agreed that the Association shall retain, as liquidated damages, 50% of the total rent specified herein. The Association will not accept any proffered cancellation of this agreement by an exhibitor after 45 days prior to the conference.

\_\_\_\_\_  
 Authorized Signature

\_\_\_\_\_  
 Title Date

## FOR IRA USE ONLY

Date Received \_\_\_\_\_ Order # \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_

Deposit US\$ \_\_\_\_\_ Check/CC \_\_\_\_\_

Balance Due \_\_\_\_\_ Refund Due \_\_\_\_\_

Application Accepted by \_\_\_\_\_  
*Lynn Pyle, IRA Exhibits Manager*

# Exhibitor Rules and Regulations for IRA Regional Conferences

Exhibitor recognizes and agrees that IRA retains full power and authority to interpret and enforce all rules and regulations for the conference, including the authority to amend or adopt new rules and regulations that IRA considers necessary and proper for the conference and exhibits. Failure to comply with these or any other regulations or amendments shall constitute sufficient cause for the Association to require the immediate removal of the exhibit or offending exhibitor. This may result in forfeiture of all fees paid and the opportunity to exhibit at future conferences sponsored by IRA. IRA may lease any space so forfeited to another exhibitor. The word "Association" as used herein, shall mean the International Reading Association, its officers, directors, committees, members, employees, or agents acting on the behalf of the Association. By signing this agreement, the exhibitor company's authorized representative is responsible for ensuring their booth personnel and any other individuals involved in the installation, staffing, and dismantling of their booth comply with all rules and regulations.

- 1. Eligibility and Character of Exhibits:** The exhibits are designed to provide a showcase for goods and services that are specifically designed for classroom teaching and education. The Association reserves the right to determine the eligibility of any exhibit or parts of exhibits. This applies to displays, literature, advertising, novelties, conduct of persons, etc., for inclusion in the conference either before or after proper execution of this application. No rights or privileges are created for any exhibitor as a result of previous space assignments, years of participation, space rental size, or sponsorships.
- 2. Payments and Cancellations:** Original contracts must be mailed and include full payment. Faxes and phone requests will not be accepted. Booth space will not be assigned until full payment is received. No exhibit will be allowed in the exhibit hall until all payments have been made and all terms of the contract fulfilled. No refunds or credits will be given due to an Exhibitor's default. **Cancellations** must be made in writing 45 days prior to the first day of the conference. In the event of such cancellation, it is agreed that the Association will retain, as liquidated damages, 50% of the total space rental cost. The Association will not accept any cancellation of this agreement by an exhibitor after 45 days prior to the first day of the conference. The Association reserves the right to change the dates as well as the location of the conference if within 60 days of the official dates. IRA, in its discretion, shall have the right to postpone or cancel the conference and the exhibit and shall be liable in no way to the exhibitor for losses resulting from such delay or cancellation.
- 3. Exhibitor Registration:** Exhibit companies are entitled to three (3) registrations for their representatives without charge for each booth space rented. Exhibitor registration forms will be sent with space assignments. All exhibitor personnel must be preregistered. Personnel not preregistered or additional personnel will be charged a US\$30.00 registration fee. Exhibitor badges are for booth personnel. It is prohibitive to give exhibitor badges to guests or clients.
- 4. Booth Equipment, Services, Construction, and Arrangement:** The official decorator will furnish, erect, and dismantle necessary uniform booth equipment consisting of front posts and division drapes 3' high, background columns and curtains 8' high, and a standard sign identifying the company and booth number. Tables, chairs, etc., can be ordered through the decorator. Exhibits must not project beyond the space assigned or obstruct the view of the exhibits of others. Displays cannot exceed 8' in height along the back wall. All display fixtures more than 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5' from the aisle.
- 5. Marketing Parameters:** The registration area, inside and outside grounds of conference facilities, hotels, hotel suites, meeting rooms, exhibit aisles, and other spaces not leased to exhibitors are under the control of the Association. All demonstrations, displays of exhibitor products, distribution of advertising matter, and autographing sessions are limited to the exhibit hall unless written approval is given by IRA. Exhibitors are prohibited from scheduling hospitalities outside of their exhibit spaces during times of the IRA official program. Hospitality events are allowed in the morning from 7:00 a.m.–8:45 a.m., at lunch from Noon–1:45 p.m., and after 5:00 p.m. All hospitality functions must be approved by IRA Show Management and only exhibitors leasing space within the exhibit hall are permitted to host hospitality functions. Send all requests for hospitality space by e-mail to Lynn Pyle, IRA Exhibits Manager, LPyle@reading.org.
- 6. Installation and Dismantling:** Installation and dismantling hours are listed in this packet and will be sent with booth assignments. All exhibitor property must be removed from the exhibit hall by the end of the designated exhibitor move-out. In the event that exhibit space is not vacated, show management is authorized to remove, at the exhibitor's expense, all goods and property of the exhibitors, and show management and its agents will not be liable for any damage or loss to goods or property by reason of such removal. **No exhibitor is permitted to dismantle or pack his/her display before the close of the exhibit. IRA will assess the exhibiting company a \$150.00 fee for any booths dismantled, packed, or abandoned before the official close of the show.**
- 7. Sound Restrictions:** Sound-producing or amplifying devices that project sound must be tuned to a level so that the noise will not disturb adjacent exhibitors and their patrons. Public address announcements are prohibited.
- 8. Music Copyright:** Exhibitor agrees to pay all royalties, license fees, or other charges for any music, either live or recorded, or other entertainment of any kind of nature, within the premises by this License Agreement but not limited to royalties or licensing fees due to BMI, ASCAP, or SESAC. The Exhibitor agrees to indemnify and hold IRA harmless against any and all such claims or charges.
- 9. Liability:** The International Reading Association acts for exhibitors and their representatives in the capacity of agent, not as principal. The Association assumes no liability for any act of omission or commission in connection with this agency, including, but not limited to, any loss or damages suffered by an Exhibitor as a result of any act or omission of any vendor, service provider, or other exhibitor. Exhibitors and their representatives hereby release the IRA from any and all liabilities for loss or damage ensuing from any cause whatsoever, except for claims for damages or injuries resulting from the failure of IRA to fulfill its obligations as set forth in this Invitation to Exhibit. In addition, each exhibitor and its representatives agree to indemnify and hold harmless the IRA for all costs, damages, and liability, including attorney's fees, claimed against the IRA based on acts or omissions of the exhibitor or any of its employees or agents. Each party agrees to be responsible for its own property through insurance or self-insurance.  
**Insurance:** The exhibitor shall, at its sole cost and expense, procure and maintain, throughout the terms of the contract for exhibit space, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or on, or resulting from, the space leased. Such insurance shall include contractual liability and products liability coverage with combined and single limits of liability of not less than \$1,000,000. The exhibitor shall, at its sole cost and expense, procure and maintain throughout the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor. The exhibitor shall obtain and furnish, on request of the Exhibits Manager, a certificate of insurance evidencing the required insurance.
- 10. On-Site Sales:** Exhibitors who choose to sell products or services assume full responsibility for security licenses and collecting all applicable fees and taxes. Exhibitor agrees to comply with all federal, state, and local laws as well as the rules and regulations of the host venue.
- 11. Americans with Disabilities Act:** Exhibitors are responsible for compliance with the Americans with Disabilities Act (ADA) with regard to their booth space, including, but not limited to wheelchair access.
- 12. Violations:** Any violation of these terms and conditions and/or the rules and regulations contained in the prospectus on the part of any Exhibitor will nullify Exhibitor's right to occupy space. Such exhibitor will not be released from liability and will forfeit to IRA all monies that have been paid.
- 13. Force Majeure:** In the event that the premises where the exposition is to be held will, in the sole determination of the Association, become unfit or unavailable for occupancy, or will be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, or state of emergency declared by any government agency or by reason of any municipal, state, or federal law or regulation or by reason of any other occurrence beyond the control of the Association, the Association may cancel or terminate the exposition. In the event of such cancellation, the Exhibitor waives any and all claims the Exhibitor might have against IRA for damages or expenses and agrees to accept incomplete settlement and discharge of claims against IRA pro rata share of the total amount paid by all Exhibitors less all costs and expenses incurred by the Association in connection with the exposition including a reserve for future claims and expenses in connection therewith.