

CLMS ANNUAL CONFERENCE & EXHIBIT

February 26-28, 2010 * Sacramento, CA

EXHIBIT LOCATION

Hyatt Regency Sacramento
1209 L Street, Sacramento, CA 95814

EXHIBIT FEES

Standard Booth: \$850
Premium/Corner Booth: \$995

BOOTHS AND BENEFITS

All booths are 8' x 10', with 8' backwalls and 36" side rails. Side rails may be removed from corner booths.

Price includes:

- pipe-and-drape booth structure
- a company I.D. sign
- a 6' draped table
- two chairs
- complete company listing in the conference program book
- 2 hours of dedicated exhibit time
- one complimentary conference registration and 3 additional exhibitor badges
- prize drawings in exhibit hall to attract attendees

ATTENDEES

Approximately 75% teachers of all content areas and 25% site and district administrators; average number of attendees is 2,200

SERVICE INFORMATION

Service information will be provided with your confirmation, and an exhibitor packet will be mailed by the decorator approximately 6-8 weeks prior to the show so you may order electrical, additional furnishings, drayage, or other services.

ABOUT CLMS

The California League of Middle Schools is a nonprofit organization dedicated to advancing the professional knowledge of middle school educators so all students may successfully transition to high school and graduate ready for college and/or workplace success.

LODGING

Hyatt Regency Sacramento
1209 L Street, Sacramento, CA 95814
(916) 443-1234
Rate: \$134 single/double, plus tax

MOVE IN

Friday, February 26
8:00 am - 12:00 pm

MOVE OUT

Saturday, February 27
2:30 pm - 7:30 pm

EXHIBIT SCHEDULE

Friday, February 26
12:00 pm - 5:00 pm
(1 hour dedicated exhibit time)

Saturday, February 27
9:00 am - 2:30 pm
(1 hour dedicated exhibit time)

Except where noted as dedicated exhibit time, there are concurrent educational sessions taking place during exhibit hours. Exhibit hall hours, including dedicated times, are subject to change.

QUESTIONS?

Aneta Murphy, Exhibit Manager:
a_murphy@clms.net or (800) 326-1880

WEB SITE

www.clms.net

NEW!

**BOOTH AND
ADVERTISING SPACE
CAN BE PURCHASED
ONLINE AT
WWW.CLMS.NET/
VENDORS**

or you may use the forms in this brochure

ADVERTISING & PARTNERSHIP

California League of Middle Schools/California League of High Schools
And introducing California League of Elementary Schools

CLMS OFFICIAL 2010 CONFERENCE PROGRAM BOOK

The conference program book is a reference for attendees during and after the conference. Place an ad to call attention to your display, increase traffic to your booth, and encourage post-conference inquiries. Unable to exhibit? An ad is the best way to reach conference attendees.

- Full-Page Ad 7.325" w X 10.5" h @ \$550.00
- Half-Page Ad 7.325" w X 5.125" h @ \$350.00
- Quarter-Page Ad 3.562" w X 5.125" h @ \$200.00

FORMATS ACCEPTED

JPEG, TIFF, PDF and EPS. Email high resolution, black & white artwork to cperry@clms.net. **Artwork is due by January 29, 2010.** Ad sizes may be scaled slightly to fit different layouts.

BECOME A CALIFORNIA LEAGUE OF SCHOOLS VIP PARTNER

Our new VIP Partner sponsorship packages give you exceptional exposure for your investment in socially responsible marketing, plus access to K-12 clients statewide who will appreciate your support of a nonprofit they trust. Choose your level for the 2009-2010 school year:

- Diamond Level VIP Partner: \$20,000 Platinum Level VIP Partner: \$10,000
- Gold Level VIP Partner: \$5,000 Silver Level VIP Partner: \$2,500
- Bronze Level VIP Partner: \$1,000

Benefits range from a premium exhibit booth, a major speaking opportunity and much more at the Diamond level to a free conference registration, advertising at multiple events and more at the Bronze level. Visit www.leagueofschools.org for a complete list of benefits.

Start your VIP Partnership now for maximum return on investment!

PLEASE PRINT CLEARLY - This must be completed separately from exhibit contract.

Company: _____

Contact: _____

Phone: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

PAYMENT

Program Book Advertising \$ _____ Check enclosed
Partnership \$ _____ (\$30 fee for returned checks)
Total Enclosed \$ _____ Visa/MC (enter below)

Visa/MC # _____ Exp _____

Authorized Signature _____ Date _____

DETACH AND RETURN TO CLMS

6621 E. Pacific Coast Hwy.,
Suite 210 * Long Beach, CA
90803 * Fax 562-430-5607

**PLEASE: Either fax or mail
this form, not both.**

NEW! REGISTER ONLINE AT WWW.CLMS.NET/VENDORS

If you are unable to register online, you may use this **EXHIBIT CONTRACT**

The undersigned hereby requests exhibit space for the CLMS ANNUAL CONFERENCE at the Hyatt Hotel, Sacramento, CA. Exhibit dates are February 26-27, 2010. When signed by both parties, California League of Middle Schools and the undersigned are contractually bound. Full contract terms and conditions are on next page.

1. COMPANY INFORMATION

Company: _____

Contact: _____

Phone: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Firms we DO DO NOT
wish to be near _____

**RESERVE EARLY!
GO ONLINE!**

[www.clms.net/
vendors](http://www.clms.net/vendors)

or detach and return form
to CLMS (address and fax
in middle panel below).

INFORMATION FOR PROGRAM BOOK if different.

Company: _____

Contact: _____

Phone: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

IMPORTANT!

Please attach a
separate sheet with a
35 word company
description for inclusion
in the official
conference program.

2. BOOTH REQUEST

Preferential booth placement is reserved for CLMS/CLHS/CLES VIP Partners. Others are on a "first come, first served" basis. For information on partnerships, see previous page.

Standard In-line \$850 x _____ (qty) = \$ _____

Premium/Corner \$995 x _____ (qty) = \$ _____

Total Due \$ _____

Minimum \$400 deposit
per booth is required
to hold booth space.
Visa/MasterCard
orders will be charged
for the full booth price.

3. PAYMENT

Balance is due NO LATER THAN December 31, 2009. Refunds will be issued to exhibitors who cancel prior to December 31, 2009.

Check (minimum \$400 deposit per booth) Check amount \$ _____

Visa/MasterCard (full payment only) Charge amount \$ _____

Card # _____ Exp. _____

4. SIGNATURE

By signing this space application and contract, I acknowledge that I have fully read, understand and agree to abide by the rules and regulations and all materials set forth herein.

Signature: _____ Date: _____

RULES & REGULATIONS

SPACE VARIATIONS

The floor and booth diagrams available are as accurate as possible, but CLMS reserves the right to make modifications if necessary; if such modification results in exhibitors receiving a different booth category, monetary adjustments will be made.

CANCELLATION

In the event the conference is cancelled by CLMS, any money advanced by an exhibitor will be refunded in full. In such cases, CLMS shall be free from any claim for damages which an exhibitor alleges to have suffered as a result of such cancellation. Full refunds will be issued to exhibitors who cancel no later than December 31, 2009.

LIABILITY AND INSURANCE

Neither CLMS, the service contractors, nor the management of the Hyatt Hotel will be responsible for loss or damage to property of an exhibitor from theft, strikes, damage by fire, water, storm, vandalism or other causes, but will use reasonable care to protect the exhibitor from such loss. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought upon the Hyatt Hotel premises, and shall indemnify, defend, and hold harmless CLMS, its officers and staff members, the Hyatt Hotel and its owners and employees, etc. from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that an exhibitor will provide his/her own floater insurance coverage as needed. No responsibility is assumed for material shipped to the exhibit site. No responsibility is assumed for material left to be picked up by an exhibitor or agent of the exhibitor after the close of the exhibit. An exhibitor shall be liable to owners of the conference facilities for all damage caused by the exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.

USE OF SPACE

Distribution of promotional material may be made only within the booth assigned to the exhibitor presenting such material. Solicitation of business must be confined to an exhibitor's own booth. An exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor.

EXHIBIT HOUR COMPLIANCE

To prevent early teardown, a \$200 penalty fee will be charged to any exhibitors who fail to comply with exhibit hours.

OPERATION RESTRICTIONS

CLMS reserves the right to prohibit and/or evict an exhibitor whose presentation is in any manner deemed by management as offensive to conference attendees or other exhibitors by reason of bad taste, noise, questionable morals or controversial content. In the event of such prohibition or eviction, CLMS shall not be liable to an exhibitor for refunds of exhibit fees. CLMS shall not be bound to any contract in which said problems cannot be so controlled.

NEW - VIP PARTNERS!

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CALENDAR OF EVENTS

CLMS/CLHS/CLES K-12 Technology Conference
DECEMBER 4-6, 2009, SAN DIEGO, CA

California League of High Schools Annual Conference
JANUARY 15-17, 2010, MONTEREY, CA

California League of Middle Schools Annual Conference
FEBRUARY 26-28, 2010, SACRAMENTO, CA

FOR MORE INFORMATION VISIT WWW.LEAGUEOFSCHOOLS.ORG