



9th Biennial Getting In Touch With Literacy Conference (GITWL)

November 12-15, 2009

The Hilton Orange County/Costa Mesa Hotel

3050 Bristol Street, Costa Mesa, California 92626

Tel: 1-714-540-7000 Fax: 1-714-438-4993

APPLICATION and AGREEMENT FOR EXHIBIT SPACE AND PROGRAM ADVERTISING

Don't miss out! The opening event of this exciting, international conference on literacy for blind and visually impaired individuals is a special Exhibitor's Dessert Reception held right in our Exhibit Hall, on Thursday, November 12 from 8:30pm-10pm.

GITWL '09 is hereby authorized to reserve exhibit space for the use of

_____ (Please print your organization name) at the 9th Biennial **GITWL** Conference.

COMPANY NAME: _____

COMPANY WEBSITE: _____

STREET: _____

CITY: _____ STATE: _____ ZIP/POSTAL CODE: _____

PHONE: (____) _____ FAX: (____) _____

Principal products: _____

The above information will appear in the conference program and on the **GITWL '09** website at www.gettingintouchwithliteracy.com.

Names of exhibit representatives. Please print all names of representatives who wish to have **GITWL** badges and conference programs. Badges will be required to enter the exhibit hall during off hours.

(1) _____

(2) _____

(3) _____

The conference program is available in print, braille and on disk, upon request. Please circle choices and indicate number of each:

Print _____ Braille _____ Disk _____

GITWL committees strive to provide the most accessible venues to all conference attendees. Please indicate your desire to have:

Hotel orientation and/or map in braille _____ Guide dog relief site orientation _____

CONFERENCE PROGRAM ADVERTISEMENT FEES

We welcome any and all advertisements placed by our exhibitors. Please indicate preferences based on the following information:

	Page size	Width in inches	Height in inches	Price US\$ Conference program	Amount
A	Full page - color	7	10	500	
B	Full page	7	10	400	
C	Half page	7	5	300	
D	Quarter page	3.5	2.5	200	
E	Business card/tribute			100	
			SubTotal for Ads		

Advertisers will be contacted at the email address provided by exhibitor to supply copy in a format suitable for printing in the conference program. Thank you for your consideration.

Contact for ad copy: _____ email address: _____

EXHIBIT SPACE and Fees

	<i>Commercial</i>	<i>Non-commercial</i>	<i>Amount</i>
Standard space	\$250.00 One draped table	\$150.00 One draped table	
Extra table(s)	\$250.00 each	\$150.00 each	
Electrical outlet or Wireless (Wi-Fi) Access	\$25.00 each	\$25.00 each	
Summary of advertisement from above			
Total amount enclosed (Exhibit Space & Advertisements) (US\$ only)			

Exhibitor's fee provides:

1. Use of draped tables, each with two chairs
2. Complementary link on **GITWL '09** web site
3. Group room rate at Orange County/Costa Mesa Hilton November 12-15, 2009. Group rate is \$119.00 per night. (Be sure to specify the Getting in Touch With Literacy Conference when making your reservations, **Group Code: TBI**)

Exhibitor's information and preferences

Please indicate your choices so we may take into consideration your wishes while preparing the exhibit hall layout. Our aim will be to accommodate as many preferences as possible, based upon earliest received application. Thank you for your understanding.

Our display uses a large screen, backdrop, or other frame that would block the view of adjacent **GITWL** exhibitors. Yes_____ No_____

Reminder: Please do not tape, staple, or tack anything to the walls of the exhibit hall.

- 1. Our display is (height) _____ (width) _____
Our display is a tabletop display. Yes_____ No _____
- 2. We prefer a table near the entrance. Yes_____ No _____
- 3. We prefer not to be adjacent to the following exhibitor(s): _____

- 4. We would like to participate in giving door prize(s) to conference participants at the exhibit hall during *each of the* conference days. (Prize donations may be equipment, software, or any other item.) Yes_____ No _____

We would like to donate the following: _____

Door-prize drawings bring conference participants to the exhibit hall. Our exhibitors will display their donated prizes at their tables until the awarding of the prizes. Thank you for your participation in this event.

The undersigned organization representative agrees the above organization will abide by all rules, requirements, restrictions, and regulations as set forth in this agreement. Failure to do so will result in forfeiture of all monies paid to **GITWL** under terms of this agreement.

SIGNATURE: _____ DATE: _____

TITLE: _____

EMAIL Address: _____

Please make check payable to: CSULA - UAS, GITWL and mail with this application to:

GITWL Exhibit Chair Patricia Leader
1553 Hamilton Avenue
San Jose, CA 95125-4540
Phone 408.832.4935
fax 408.979.0642
pleader@comcast.net

Note: Submitting this completed application and agreement constitutes a promise to pay. In the absence of accompanying payment, the commercial exhibitor agrees to pay the total exhibit fee no later than October 15, 2009.

EXHIBIT GUIDELINES

EXHIBIT POLICY

Any exhibitor planning to sell merchandise at the 9th Biennial **GITWL** Conference assumes full responsibility for obtaining any city and/or state permits. All merchandise for sale at the conference must be available for purchase/order by all conference attendees. **GITWL** reserves the right to refuse use of space to any exhibitor whose product or program, in the sole opinion of **GITWL**, is not in keeping with the general character of the conference. **GITWL** reserves the right to require any exhibitor to remove any exhibit or any part thereof, which in the sole judgment of **GITWL**, is misleading, deceptive, in poor taste, or not in keeping with the general character of the conference.

SETUP: The exhibit area shall be available for setting of displays on Thursday, November 12, 2009, from noon to 6:00 pm.

** SCHEDULE OF EXHIBITS:

Thursday, November 12 from 8:30 pm to 10:00 pm; Exhibitor's Reception and Silent Auction

Friday, November 13 from 8:00 am to 5:00 pm

Saturday, November 14 from 8:00 am to 5:00 pm

DISMANTLING OF EXHIBITS:

- Exhibits may be dismantled on Saturday, November 14 after 5 pm or Sunday, November 15 after 8 am and until 11:30 am. Failure to abide by this schedule will result in assessment of a \$50 fee.
- All equipment, crates, and other materials must be removed. Trash must be bagged and/or put into garbage cans.
- Exhibitors will be charged a cleaning service fee of \$25.00 for failure to clear and clean their respective exhibit spaces.

The exhibitors themselves may take charge of activities that do not require labor, such as handling, placing, setting out, and dismantling of exhibit merchandise.

EXHIBITOR STAFF: At least one attendant shall attend each exhibit space during all public Exhibit Hall hours. For proper identification of exhibitor personnel, a badge will be issued for each representative listed on this application and agreement form (please see page 2). **GITWL** reserves the right to limit the quantity of badges issued and to recall badges used by unauthorized persons.

ADVANCE SHIPMENT OF EXHIBITS: Exhibitors may send limited advance materials to the conference site to arrive on or after Monday, November 9, 2009, with advanced notice of delivery company, quantity, and arrival date, at least one day in advance. Items must be labeled with name and date of the conference, and sales manager (Geoffrey Chao). The hotel will store properly sealed and labeled items for up to three (3) days following the conference. The address label for such advance shipment shall include the following:

Orange County/Costa Mesa Hilton
GITWL Conference Liaison - Geoffrey Chao
Name of firm/exhibitor
HOLD FOR **GITWL** CONFERENCE, November 12-15, 2009
3050 Bristol Street,
Costa Mesa, California 92626

Groups are responsible for making arrangements to ship materials out of the hotel. The Hotel will store properly sealed and labeled materials for up to three days following the function.

SHIPMENT COST: Handling fee of \$5.00 per package weighing up to ten pounds and \$1.00 per pound for packages over ten pounds. Pallet or crate charge is \$75. There is a \$35/hour labor fee. Please contact Geoffrey Chao at Orange County/Costa Mesa Hilton at 1-714-438-4921 with any questions concerning shipments.

Note: Gratuities for storeroom staff are customary.

LIABILITY: Exhibitor agrees that neither he/she nor his/her employees shall deface, mar, or otherwise damage the exhibit premises. Nothing shall be pasted on, tacked, nailed, screwed, or otherwise attached

to columns, walls, floors, or furniture. The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's and his/her employees/representatives' actions on the hotel premises, and hereby agrees to protect, indemnify, defend, save, and hold harmless the **GITWL** and the Orange County/Costa Mesa Hilton Hotel (hotel) and hold their employees, management company, owner(s), respective agents, and servants harmless against all claims, losses, and damages to persons or property, governmental charges of fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the hotel, its employees and agents. Exhibitors must comply with all local fire and safety regulations and must exercise all care to avoid hazardous conditions of any kind in the display area.

GITWLO9 EXHIBIT RIGHTS: **GITWL** reserves the right to arrange and rearrange the floor plan or relocate space assignments for the betterment of the combined exhibitors and/or because of extenuating circumstances.

INSURANCE: All exhibitors have the sole responsibility for their own insurance coverage at their own expense for their business loss/interruption, property loss and/or damage, and liability for personal injury. The exhibitor acknowledges that **GITWL** and the Hilton Hotel do not maintain insurance coverage for exhibitor's property and/or personal injury.

SECURITY: **GITWL** will provide security personnel/services at the exhibit area during and after exhibit hours.

CANCELLATION OF CONFERENCE: Should the scheduled opening of the **GITWL** Biennial Conference be prevented or postponed by any such event or emergency as act of God, declaration of war by the President, destruction or damage of exhibit premises, strikes, public disturbance, or the like, the exhibitor expressly agrees that **GITWL** may retain as much of the monies paid for rental of exhibit space as may be necessary to cover expenses incurred up to the time of emergency or disruptive event.

REFUND AND CANCELLATION POLICY: Notice of cancellation must be made in writing to **GITWL** Exhibits Chair. **GITWL** will retain 50% of the cost of the booth rental.

VIOLATIONS/INFRACTIONS OF THE RULES AND REGULATIONS: Any exhibitor's or his/her employees/agents' violation or infraction of any of the rules and regulations as stipulated in this agreement shall annul the exhibitor's right to occupy exhibit space, and such exhibitor will forfeit the monies that have been paid to use such space.

For GITWL Use Only:

Date application received: _____

Date payment received: _____

Space assigned: _____