



CLAS CONVENTION EXHIBIT/PARTNER CONTRACT

926 Pelham Street * P.O. Box 428 * Montgomery, Alabama 36101-0428
(334) 265-3610 or 1-800-239-3616
Fax (334) 265-3611
www.clasleaders.org



Join Us!

June 9-11, 2019

**Renaissance Montgomery Hotel
and Spa at the Convention Center**

The Largest Gathering of School Leaders in Alabama

Affiliate Associations

Alabama Association of Elementary School Administrators
Alabama Association of Secondary School Principals
School Superintendents of Alabama
Alabama Association of Middle School Principals
Alabama Association for Supervision and Curriculum Development
Alabama Child Nutrition Directors
Alabama Association for Prevention, Attendance and Support Services
Alabama Council of Administrators of Special Education
Association of Career Technical Administrators
Alabama Association of School Personnel Administrators

AN INVITATION TO EXHIBITORS

You are invited to join more than 1,000 school leaders at the 48th Annual Convention of the Council for Leaders in Alabama Schools. The CLAS Convention has become the largest meeting of school leaders in Alabama, and this year it will be held June 9-11, 2019, at the Renaissance Montgomery Hotel and Spa at the Convention Center in Montgomery Alabama.

In the two days of exhibiting, you will meet the educational leaders in Alabama, expand your network of contacts, display and demonstrate your products and services, and concentrate your marketing efforts on a receptive audience.

CLAS works hard to make your visit with us worthwhile! You are an extremely important part of our convention, and we want you back each year. CLAS is proud that our convention has grown – and we attribute much of this success to our exhibitors.

Once your contract and payment have been received, CLAS will confirm your exhibit space. Please note your booth assignment is on a first come, first served basis.

Thank you for your continued support of CLAS!

Starr Wilson
Coordinator of Membership and Affiliated Services

EXHIBIT BOOTH SERVICES ORDER INFORMATION

Exhibit Booths Include:

- 10' x 10' booth space
- 6' draped table
- 2 chairs
- Wastebasket
- Company signage
- Complimentary WiFi in exhibit hall is provided by CLAS

Shipping and Special Booth Needs:

Veal Convention Services
(800) 844-8325

To place an order:

<https://veal.boomerecommerce.com>

Note: Shipping booth materials, extra tables, carpeting, etc. must be contracted through Veal Convention Services.

Exhibit Hall floor is NOT Carpeted: Contact Veal Convention Services

Booth electricity MUST be contracted with: ENCORE

Service Orders:

- Electrical hook-ups

The Renaissance Montgomery Hotel and Convention Center serves as its own electrical services contractor. Electrical service rates, rules and regulations are outlined on the ENCORE service order form.
- Telephone hook-ups

Digital and Analog (limited quantities) are available. See order form.
- Internet -**Provided by CLAS**

Contact for Electrical Needs:

ENCORE

Stephen.Taunton@encore-us.com

How to Order:

Please use this email address to process your orders. The deadline for Advance Rates is Sunday, May 26, 2019.

To access additional forms, go to the CLAS website, click on the "Business Partners" tab then select "Exhibit Opportunities". From the drop-down menu on the following page, select CLAS Annual Summer Convention to download the ENCORE order form.

No exhibitor will be permitted to place equipment in exhibit hall until full payment for booth rental has been received.

CONTRACT FOR PARTNERSHIP AND ADVERTISING

COUNCIL FOR LEADERS IN ALABAMA SCHOOLS
 Exhibitor Dates - June 9-11, 2019
 Renaissance Montgomery Hotel at the Convention Center

PARTNERSHIP (Select one)

- Partnership Plus** (Includes all member benefits and **INCLUDES** exhibit booth)**\$900.00**
- Additional Booth**..... **\$500.00**
- Official Convention Sponsor \$3,600.00 +**

Official Convention Sponsor includes Partnership Benefits, Exhibit Booth, recognition at General Session(s), listing as a sponsor in the program, on the CLAS Convention Mobile App and prominent signage.

PROGRAM AD TOTAL \$ _____

A Basic Partnership and other Sponsor opportunities are available if you are unable to attend and exhibit. Please contact Starr Wilson for more information. 800-239-3616 - starr@clasleaders.org

CONVENTION PROGRAM ADVERTISING

(Select ad option)

- Full Page**
(height: 8 in. x width: 5 in.)**\$780.00**
- Half Page**
(height: 4 in. x width: 5 in.)**\$540.00**
- Quarter Page**
(height: 2 in. x width: 5 in.)**\$300.00**

PROGRAM AD TOTAL \$ _____

Ad artwork is due in the CLAS office by May 21, 2019 and must be in high-resolution PDF format. The publication is printed in black and white; any artwork that is not delivered in grayscale will be converted by the printer.

CONVENTION SPONSORSHIP OPPORTUNITIES

(Contact CLAS for additional sponsorship opportunities)

- ½ Refreshment Break
- Full Refreshment Break
- ½ Continental Breakfast
- Full Continental Breakfast
- ½ Keynote Speaker
- Full Keynote Speaker
- ½ Breakout Speaker
- Full Breakout Speaker

CONVENTION MOBILE APP BANNER

ADVERTISING (Select ad option)

- One Day Banner Ad**
(will rotate with other banner ads for 15 seconds on your choice of Monday or Tuesday).....**\$300.00**
- Two Day Banner Ad**
(will rotate with other banner ads for 15 seconds on Monday or Tuesday)**\$570.00**
- Full Convention Banner Ad**
(will rotate with other banner ads for 15 seconds Sunday through Wednesday)**\$810.00**

MOBILE AD TOTAL \$ _____

Ad artwork is due in the CLAS office by May 21, 2019 and must be in JPG or PNG format. The size of the banner is 600 px wide by 110 px high. Banner ads will rotate on days selected and will appear for 15 seconds at time. (9.5 font)

TENTATIVE PROGRAM

Sunday, June 9

Exhibitor Setup
3:00 pm – 6:00 pm

Exhibit Hall closes
Promptly at 6:00 pm and will reopen
Monday, June 10 at 7:00 am for
additional setup.

Monday, June 10

Exhibit Hall Open
7:00 am – 4:30 pm

Dedicated Exhibit Times
6:30 am Partner Orientation
7:00 am – (Breakfast with Partners)
9:30 am – Refreshment Break
12:00 pm – Lunch
3:00 pm – Refreshment Break

Tuesday, June 11

Exhibit Hall Open
7:00 am – 12:00 pm

Dedicated Exhibit Times
7:00 am – (Breakfast with Partners)
10:30 am – Refreshment Break

Exhibit Hall Close
Noon

CONTRACT FOR PARTNERSHIP AND EXHIBIT SPACE

COUNCIL FOR LEADERS IN ALABAMA SCHOOLS
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Renaissance Montgomery Hotel at the Convention Center

EXHIBITOR AGREEMENT: The undersigned hereby authorizes the Council for Leaders in Alabama Schools to reserve exhibit space in the Renaissance Montgomery Hotel and Convention Center for use by your company/organization during the 2019 CLAS Summer Convention. The undersigned agrees to abide by the Exhibition Rules and Regulations and to all conditions under which exhibit space is leased and ensures that all representatives working in the space are aware of the terms, conditions, and rules pertaining to the exhibition. I have read and agree to all Exhibition Rules and Regulations.

Signature _____

Billing Information

Program/Advertising/Signage Information

Company Name _____

Company Name _____

Billing Address _____

Phone Number _____

Web Address _____

City, State and Zip _____

Billing Phone _____

Email Address _____

Billing Contact Name _____

Confirmation Email _____

Representative (for listing in convention program and website) _____

Brief Description of Product/Service (25 words or less – CLAS reserves editing rights) _____

Booth Representative _____

Booth Representative _____

Booth Representative _____

Booth Representative _____

Booth Representative _____

Hotel Reservations:

Call the Renaissance Montgomery Hotel and Spa at (877) 545-0311 or 334-481-5000 by May 8, 2019, and request "Council for Leaders in Alabama Schools Summer Convention 2019". Room rate is \$129.00. For online reservations: <https://goo.gl/eBNVHd>

SUBMIT PAYMENT AND CONTRACT TO:

MAIL	EMAIL	FAX
CLAS P.O. Box 428 Montgomery, AL 36101-0428	Starr Wilson starr@clasleaders.org	Starr Wilson 334-265-3611

For additional information contact Starr Wilson
800-239-3616

No exhibitor will be permitted to place equipment in exhibit hall until full payment for booth rental has been received.

GRAND TOTAL (from previous page): _____

PAYMENT METHOD:

- Check (make payable to CLAS)
 Credit Card (Visa, MasterCard, Discover ONLY)

Visa/MasterCard/Discover Number _____

CVV# _____

Expiration Date _____

Cardholder Name _____

Cardholder Phone _____

Cardholder Address _____

Cardholder City, State and Zip _____

BENEFITS OF CLAS PARTNERSHIP

- Complimentary subscription to the *CLAS School Leader Magazine*
- Advertising opportunities
- Sponsorship opportunities for CLAS functions
- CLAS membership mailing list to over **3,700 members** (provided upon request)
- Recognition in the *CLAS School Leader Magazine*
- CLAS partnership listing at www.clasleaders.org
- Exhibit space at the CLAS Summer Convention
- Convention attendees contact information (provided upon request)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities are available. Many companies are taking advantage of customized partnerships with CLAS and the ten affiliates we serve. Please contact Dr. Vic Wilson (vic@clasleaders.org), CLAS Executive Director, or Starr Wilson (starr@clasleaders.org) for details. Opportunities include, but are not limited to the following:

- Access members through various sponsoring/exhibiting opportunities, thereby building and deepening relationships
- Access to varied affiliate volunteer advisory panels/groups through sponsored dinner(s), meeting(s), and etc. arranged/organized/scheduled by CLAS staff.
- Marketing Support
 - first opportunity privileges for key sponsorships (awards programs, professional learning programs, etc.)
 - prominent signage at targeted events
 - exhibit booth (if desired) at CLAS and affiliate sponsored conferences
 - company logo placement on website
 - link to company website
 - advertisements in select publications
 - opportunity to submit presenters for consideration to be included in CLAS PLU applications
 - opportunity to submit articles for consideration to be published in CLAS publication
 - opportunities to meet/network with CLAS and affiliate boards and officers
 - access to CLAS member mailing list
 - targeted member cosponsored events
- Advice, support, and counsel regarding products and services and conducting business in Alabama
- Advice and counsel regarding building relationships with other education entities in Alabama

RULES, REGULATIONS AND INSTRUCTIONS

COUNCIL FOR LEADERS IN ALABAMA SCHOOLS
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Renaissance Montgomery Hotel at the Convention Center

1. **BOOTHS:** Booth assignments will be made on a first come, first served basis, determined by receipt of application and accompanying payment.
2. **USE OF SPACE:** Subletting of space is PROHIBITED. NO exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, or exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of business, nor permit any firm not exhibiting to solicit business or take orders in his place. Sound equipment may be used for demonstration only. The use of sound or music for attracting attention is prohibited.
3. **ABSENCE OF LIABILITY:** CLAS DOES NOT carry insurance covering exhibits, and does not assume any responsibility for damage arising from fires, lightning, smoke, civil commotion, or safety of property from theft. It is expressly understood that the exhibitor assumes all risks relating to participation in the exhibition.
4. **TERMS OF PAYMENT:** **There is a rental charge of \$900.00 for one booth and \$500.00 for each additional booth (this price includes partnership and exhibit booth).** This includes five (5) badges for your group. All representatives must wear a CLAS name badge. **NO REFUND** will be made for cancellations. **No exhibitor will be allowed to place equipment in the exhibit hall until full payment of the booth rental is received prior to the meeting date.** Checks should be made payable to CLAS.
5. **CONDUCT OF BUSINESS BY EXHIBITORS:** Because of certain IRS regulations, the sale of the article for delivery on the premises is discouraged. Sale for future delivery of products is permitted and encouraged.
6. **SET UP AND EXHIBIT HOURS:** Set up time is **3:00 p.m. to 6:00 p.m.** on Sunday, **June 9.** The exhibit hall will open at **6:30 a.m.** for exhibitor orientation on Monday, **June 10,** and close at **4:30 p.m.** On Tuesday, **June 11,** the exhibit hall will open at **7:00 a.m.** and close at **12:00 p.m.** All materials must be removed from the exhibit hall by **1:30 p.m.** on Tuesday, **June 11.** **Exhibitors are required to be present during these times.**
7. **REGISTRATION:** Registration for convention attendees as well as refreshment breaks and specific meals will be in the exhibit halls. This is intended to generate additional activity in these areas as we anticipate over 1000 principals/administrators to attend our annual convention.

ALL VENDORS, EXHIBITORS, OR SOLICITORS ATTENDING THE CLAS SUMMER CONVENTION ARE REQUIRED TO PURCHASE A BOOTH AND WEAR CLAS NAME BADGES. THIS REQUIREMENT IS TO ENSURE FAIRNESS TO ALL OUR EXHIBITORS. PLEASE CONTACT THE CLAS OFFICE IF ADDITIONAL INFORMATION IS NEEDED.