



# 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 10-12, 2018**  
**Riverview Plaza and**  
**Mobile 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 47th 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 10-12, 2018, at the Mobile Convention Center, in Mobile, 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**  
<http://www.vealco.com/>  
**Code: CLAS2018**

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

**Exhibit Hall floor is NOT Carpeted**

**Booth electricity MUST be contracted with the Mobile Convention Center**

## Service Orders:

- Electrical hook-ups

The Arthur R. Outlaw Mobile Convention Center serves as its own electrical services contractor. Electrical service rates are outlined on the service order form on the website. All electrical equipment must be Underwriter Laboratory approved. The Convention Center electrical equipment, i.e., extension cords, electrical distribution panels, spotlights, etc. are not to be removed by exhibitors.

- Telephone hook-ups

Phone service is available to all areas of the building. Rates and service features are outlined on the service order form on the website. All phone instruments and phone lines are the property of the Mobile Convention Center.

## Contact for Electrical Needs:

**Mobile Convention Center**  
<http://www.mobileconventions.com/>  
**Code: CLAS2018**

## How to Order:

Please use this website to process your orders. The deadline for Advance Rates is Sunday, June 3, 2018. To access the forms, go to the website, click on the "EXHIBIT AT AN EVENT" tab then select "Exhibitor Services". From the drop-down menu on the following page, select your convention and scroll to the bottom of the page to agree to terms. You will then be directed to a page from which you may order electrical or telephone service for your booth.

**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 10-12, 2018  
 Mobile Convention Center

**PARTNERSHIP** (Select one)

**Basic Partnership** (Includes all member benefits exhibit booth **NOT** included) ..... **\$570.00**

**Partnership Plus** (Includes all member benefits and **INCLUDES** exhibit booth) ..... **\$900.00**

**Additional Booth**..... **\$450.00**

**Official Convention Sponsor .... \$3,600.00 +**

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

**PARTNERSHIP TOTAL \$** \_\_\_\_\_

**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 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, 2018 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 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, 2018 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

## TENTATIVE PROGRAM

Sunday, June 10	Monday, June 11	Tuesday, June 12
<b>Exhibitor Setup</b> 3:00 pm – 6:00 pm	<b>Exhibit Hall Open</b> 7:00 am – 4:30 pm	<b>Exhibit Hall Open</b> 7:00 am – 12:00 pm
	<b>Dedicated Exhibit Times</b> 7:00 am – 9:30 am (Breakfast) 9:30 am – 10:30 am 12:00 pm – 1:30 pm 3:00 pm – 4:30 pm	<b>Dedicated Exhibit Times</b> 7:00 am – 9:00 am (Breakfast) 10:30 am – 12:00 pm
		<b>Exhibit Hall Close</b> Noon

# CONTRACT FOR PARTNERSHIP AND EXHIBIT SPACE

COUNCIL FOR LEADERS IN ALABAMA SCHOOLS

Exhibitor Dates – June 10-12, 2018

Mobile Convention Center

**EXHIBITOR AGREEMENT:** It is understood that the rules and regulations contained herein, and those on the official application become a part of the contract between the exhibitor and CLAS. Acceptance of any exhibit application and notification to the applicant of such acceptance by CLAS constitutes a contract. All points not covered in this document are subject only to the decision of CLAS

In accordance with the Rules and Regulations governing the exhibits for the CLAS Annual Convention to be held in Montgomery, AL on June 10-12, 2018, the undersigned makes application for exhibit space and/or partnership and encloses payment to CLAS for the partnership including booth rental.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Name for Program/Advertising/Signage

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Phone Number for Program/Advertising

\_\_\_\_\_  
City, State and Zip

\_\_\_\_\_  
Billing Phone

\_\_\_\_\_  
Email Address for Program/Advertising

\_\_\_\_\_  
Billing Contact Name

\_\_\_\_\_  
Confirmation Email

\_\_\_\_\_  
Representative (for listing in convention program)

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

\_\_\_\_\_  
Booth Representative

\_\_\_\_\_  
Booth Representative

\_\_\_\_\_  
Booth Representative

\_\_\_\_\_  
Booth Representative

\_\_\_\_\_  
Booth Representative

\_\_\_\_\_  
Booth Representative

## Hotel Reservations:

Call the Riverview Plaza Hotel at (800) 922-3298 by May 11, 2018, and request the 2018 CLAS Summer Convention room rate of \$125.00. For online reservations <https://goo.gl/B9Mzx5>

## 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

GRAND TOTAL (from previous page): \_\_\_\_\_

PAYMENT METHOD:

- Check (make payable to CLAS Convention)  
 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 **3,650 members** (provided)
- Recognition in the *CLAS School Leader Magazine*
- CLAS partnership listing at [www.clasleaders.org](http://www.clasleaders.org)
- Exhibit space at the CLAS Summer Convention (Partnership Plus Only)

## **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, CLAS Executive Director, 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
  - 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

Exhibitor Dates – June 10-12, 2018

Mobile 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 \$450.00 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 10**. The exhibit hall will open at **7:00 a.m.** on Monday, **June 11**, and close at **4:30 p.m.** On Tuesday, **June 12**, 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 12**. **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.