



The Communities of California League of Schools

CALIFORNIA LEAGUE OF MIDDLE SCHOOLS * **CALIFORNIA LEAGUE OF HIGH SCHOOLS**

* **CALIFORNIA LEAGUE OF ELEMENTARY SCHOOLS**

ANNUAL CONFERENCE & EXHIBIT (NORTH & SOUTH)

South: December 2-4, 2010 * San Diego, CA; North: February 25-27, 2011 * Sacramento, CA

NEW FOR 2010-11! K-12 EXHIBIT OPPORTUNITIES AT ALL EVENTS

In response to suggestions from exhibitors who target more than one grade level and from attendees who want their annual conference located closer to home in these budget-conscious times, California League of Schools is now offering two annual conference locations each school year that will each address the full K-12 span — one in Southern California, and one in Northern California.

The CLS Annual Conference South and the CLS Annual Conference North will each feature the California League of Middle Schools Annual Conference with a dedicated elementary level session strand, and the California League of High Schools Annual Conference. Social activities for each grade level will build camaraderie. We believe this improvement will increase exhibit hall traffic, give your business a boost, and create a more dynamic environment for our attendees.

EXHIBIT FEES

Standard Booth: \$600

Premium/Corner Booth: \$795

15% discount for exhibiting at both events!

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
- dedicated exhibit time
- one complimentary conference registration and 3 additional exhibitor badges
- prize drawings in exhibit hall

ATTENDEES

Approximately 75% teachers of all content areas and 25% site and district administrators; expected attendance is 800 - 1,000.

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.

QUESTIONS?

Aneta Murphy, Exhibit Manager:

a_murphy@clms.net or (800) 326-1880

WEB SITE

www.leagueofschools.org

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.

ADVERTISING & PARTNERSHIP

California League of Schools

OFFICIAL 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.

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 2010-2011 school year:

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.

Become a VIP Partner or purchase advertising space for maximum return on investment!

VISIT WWW.LEAGUEOFSCHOOLS.ORG TO SIGN-UP



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DATES AND LOCATIONS

SOUTH

December 2-4, 2010

LOCATION

Town & Country Hotel and
Conference Center
500 Hotel Circle North
San Diego, CA 92108

LODGING

Town & Country Hotel
To reserve your room, call (619) 291-7131
Rate: \$119 single/double, plus tax

MOVE IN

Thursday, December 2
12:00 pm

EXHIBIT SCHEDULE

Thursday, December 2
4:30 pm - 6:00 pm
(all dedicated exhibit time)

Friday, December 3
6 hours TBD

Saturday, December 4
2 hours TBD

NORTH

February 25-27, 2011

LOCATION

Sheraton Grand Sacramento
1230 J Street
Sacramento, CA 95814

LODGING

Sheraton Grand Sacramento
To reserve your room, call (916) 447-1700
Rate: \$136 single/double, plus tax

MOVE IN

Friday, February 25
7:00 am

EXHIBIT SCHEDULE

Friday, February 25
5 hours TBD

Saturday, February 26
5 hours TBD

*Schedules will be available online at
www.leagueofschools.org/companies*

**NEW LOW PRICES AND
MULTIPLE SHOW DISCOUNTS!**

**BOOTH AND ADVERTISING SPACE CAN BE
PURCHASED ONLINE AT**

www.LeagueofSchools.org

Make checks payable to **California League of Schools**
6621 E. Pacific Coast Hwy., Ste. 210, Long Beach, CA 90803 * Fax 562-430-5607

California League of Schools

REGISTER ONLINE AT WWW.LEAGUEOFSCHOOLS.ORG

If you are unable to register online, you may use this Exhibit Contract - The undersigned hereby requests exhibit space for the ANNUAL CONFERENCE. When signed by both parties, California League of Schools and the undersigned are contractually bound. Full contract terms and conditions are on reverse.

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.
leagueofschools
.org**

or detach and return form to us (fax 562-430-5607).

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 page to the left.

SOUTH (December 2-4, 2010):

Standard In-line \$600 x _____ (qty) Premium/Corner \$795 x _____ (qty)

NORTH (February 25-27, 2011):

Standard In-line \$600 x _____ (qty) Premium/Corner \$795 x _____ (qty)

Total Booth Fees \$ _____

Discount if applicable x 15% = _____

Total Due \$ _____

Minimum \$300 deposit per booth is required.
Visa/MasterCard orders will be charged for the full amount.

Bundle and Save!

15% off your total booth fees if you exhibit at both events

3. PAYMENT

Balance is due NO LATER THAN 60 days prior to the event. Refunds will be issued to exhibitors who cancel more than 60 days prior to the event.

Check (minimum \$300 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: _____



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RULES & REGULATIONS

SPACE VARIATIONS

The floor and booth diagrams available are as accurate as possible, but California League of Schools (CLS) 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 CLS, any money advanced by an exhibitor will be refunded in full. In such cases, CLS 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 60 days prior to the event.

LIABILITY AND INSURANCE

Neither CLS, the service contractors, nor the management of the Town & Country or Sheraton (Hotels) 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 Hotel premises, and shall indemnify, defend, and hold harmless CLS, its officers and staff members, the Hotels and their 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

CLS 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, CLS shall not be liable to an exhibitor for refunds of exhibit fees. CLS shall not be bound to any contract in which said problems cannot be so controlled.

NEW - VIP PARTNERS!

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UPCOMING EVENT & EXHIBIT

PLCs & Technology Conference

JANUARY 14-16, 2011, MONTEREY, CA

FOR MORE INFORMATION VISIT WWW.LEAGUEOFSCHOOLS.ORG