

RULES & REGULATIONS

SPACE VARIATIONS

California League of Schools (CLS) reserves the right to make modifications to the booth type and/or placement if necessary; if such modification results in exhibitors receiving a different booth type, 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 Monterey Marriott (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 Hotel premises, and shall indemnify, defend, and hold harmless CLS, its officers and staff members, the Hotel 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.

SPONSORSHIP

VIP PARTNERS!

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. Visit www.leagueofschools.org to sign up for opportunities from Bronze Level (\$1,000) to Diamond Level (\$15,000).

Testimonial from Renewing VIP Partner, Pearson Digital Learning

"After speaking with our California sales force, Pearson Digital decided to renew our sponsorship of the California League of Schools for 2012. All of our sales team members felt strongly that the Calif. League of Schools' conferences and activities allow us the opportunity to meet just the right people for our K-12 digital solutions. We are proud to sponsor again such a wonderful organization for 2012."

-Chuck Obeso-Bradley, Regional Curriculum Specialist, Pearson Digital Learning

ADDITIONAL EXHIBIT OPPORTUNITIES

K-12 Annual Conference South

December 1-3, 2011, San Diego, CA

K-12 Annual Conference North

February 24-26, 2012, Sacramento, CA

For more information on VIP Partnership and our upcoming events, visit

WWW.LEAGUEOFSCHOOLS.ORG

TECHNOLOGY AND

CALIFORNIA LEAGUE OF MIDDLE SCHOOLS

CALIFORNIA LEAGUE OF HIGH SCHOOLS

CALIFORNIA LEAGUE OF ELEMENTARY SCHOOLS

K-12 TECHNOLOGY AND RTI CONFERENCE

FEATURING WILL RICHARDSON

AND

DOUGLAS FISHER



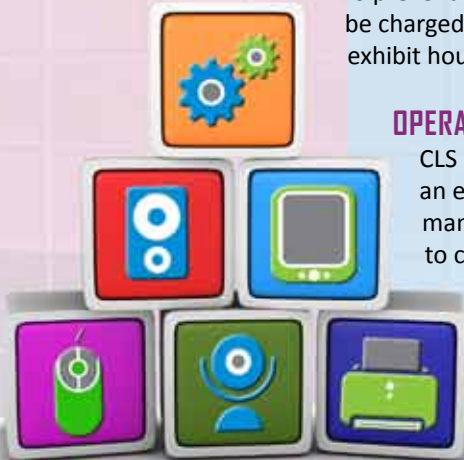
RESPONSE TO INTERVENTION

January 13-15, 2012, Monterey, CA

EXHIBIT PROSPECTUS

CALIFORNIA LEAGUE OF SCHOOLS
6621 E. Pacific Coast Hwy., Suite 210
Long Beach, CA 90803

NON-PROFIT ORG.
U.S. POSTAGE
PAID
SANTA ANA, CA
PERMIT NO. 308



CALIFORNIA LEAGUE OF SCHOOLS (CLMS/CLHS/CLES)

K-12 TECHNOLOGY AND RESPONSE TO INTERVENTION CONFERENCE & EXHIBIT

JANUARY 13-15, 2012, MONTEREY, CA

EDUCATIONAL COMPANIES AND CONSULTANTS EXHIBIT YEAR AFTER YEAR AT CALIFORNIA LEAGUE OF SCHOOLS CONFERENCES BECAUSE CLS OFFERS:

- **Access to K-12 educators from classroom teachers to superintendents.** Because CLS is a nonprofit professional membership association, educators stay involved in CLS activities throughout the course of their careers. Attendees tend to be highly involved site or district leaders with purchasing power.
- **A reliable, positive and professional event experience for attendees and exhibitors alike.** CLS has been presenting conferences for over 30 years; our events have a reputation for quality.
- **Strong professional development content to complement the exhibit hall experience.** This event will feature over 100 sessions by highly skilled educators and specialists.
- **An event schedule designed to maximize exhibit hall traffic and give your business a boost.** This event will offer dedicated exhibit time and activities to draw attendees to the exhibit hall.

EXHIBIT FEES

Standard: \$400
Premium/Corner: \$475

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:

- 6' draped table
- two chairs
- pipe-and-drape booth structure and carpet
- a company I.D. sign
- complete company listing in the conference program.
- dedicated exhibit time
- one complimentary conference registration and 3 additional exhibitor badges

ATTENDEES

Approximately 75% teachers of all content areas and 25% site and district administrators; expected attendance is 350-500. The conference attracts K-12 teachers and administrators who are actively implementing RTI and technology programs at their school sites. These participants come to this conference in large part to see what educational technology products and services are available.

EXHIBIT LOCATION & LODGING

Monterey Marriott Hotel
350 Calle Principal, Monterey, CA 93940
Special conference hotel room rate: \$143; call the hotel directly at (831) 649-4234. The room rate will be in effect 3 days prior to and 3 days after the show. We encourage you to make your reservations early - this area tends to book well in advance.

SERVICE INFORMATION

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

MOVE IN

Thursday, January 12
4:00 pm - 7:00 pm
Friday, January 13
7:00 am - 9:30 am

MOVE OUT

Saturday, January 14
1:00 pm

EXHIBIT SCHEDULE

Friday, January 13
9:30 am to 2:30 pm
(9:30 am - 11:00 am is dedicated exhibit time)

Saturday, January 14
9:30 am to 1:00 pm
(9:30 am - 11:00 am is 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.

OFFICIAL CONFERENCE PROGRAM BOOK

The conference program book is an invaluable reference for attendees during and after the conference. Highlight your company by placing an ad to call attention to your display, increase traffic to your booth, and encourage post-conference customer inquiries. If you are unable to exhibit, an ad is the best way to reach conference attendees.

| | | |
|-----------------|---------------------|------------|
| Full-Page Ad | 7.325" w X 10.5" h | @ \$150.00 |
| Half-Page Ad | 7.325" w X 5.125" h | @ \$100.00 |
| Quarter-Page Ad | 3.562" w X 5.125" h | @ \$75.00 |

Formats Accepted

JPEG, TIFF, PDF and EPS. Email high resolution, black & white artwork to cperry@clms.net. Artwork is due December 12, 2011. Ads sizes may be scaled slightly to adjust to 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 2011-2012 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!

NEW LOW BOOTH PRICES!

BOOTHS, ADVERTISING SPACE AND
VIP PARTNERSHIPS CAN BE PURCHASED ONLINE AT

WWW.LEAGUEOFSCHOOLS.ORG

ABOUT CALIFORNIA LEAGUE OF SCHOOLS

California League of Schools (includes California League of Middle Schools, California League of High Schools, and California League of Elementary Schools) is committed to improving the professional knowledge of educators so all K-12 students may experience academic and life success.

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

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 TECHNOLOGY & RTI 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: _____

Information for program book if different.

Company: _____

Contact: _____

Phone: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

RESERVE EARLY!

GO ONLINE!

[www.
leagueofschools
.org](http://www.leagueofschools.org)

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

Firms we DODO NOT
wish to be near

IMPORTANT!

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

2. BOOTH REQUEST

NEW LOW BOOTH PRICES! Standard Booth: \$400; Premium/Corner Booth: \$475.

Price includes pipe & drape, 6ft skirted and draped table, 1 chair, and carpeting (price does not include electrical or internet connection.)

Preferential booth placement is reserved for CLMS/CLHS/CLES VIP Partners and Sponsors.

For information on partnerships, see page to the left. All others are on a first-come, first-served basis. A limited number of premium/corner booths are available. If a premium/corner booth is not available, you will be assigned a standard booth and a refund of excess fees will be made.

Standard In-line \$400 x _____ (qty) Premium/Corner \$475 x _____ (qty)

Total Booth Fees Due \$ _____

3. PAYMENT

Booth fees must be paid in full at time of reservation to secure space. Refunds will be issued to exhibitors who cancel more than 60 days prior to the event.

Check # _____ Amount \$ _____

Visa/MasterCard 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: _____

