



**FLORIDA**  
**Reading**  
**ASSOCIATION**

**Prospectus  
for Exhibits  
&  
Sponsorship**

**49th Annual Conference**  
September 8 – 11, 2011  
Shingle Creek Resort

**THE 49TH ANNUAL  
FLORIDA READING ASSOCIATION  
CONFERENCE**

**September 8 – 11, 2011**

**Shingle Creek Resort**

**9939 Universal Boulevard**

**Orlando, FL**

**Prospectus for Exhibit and Sponsorship Opportunities**

Dear Exhibitor or Sponsor,

The Florida Reading Association appreciates the support of its exhibitors and sponsors. We are delighted to present our plans for the 2011 Conference Exhibit Hall and Sponsorships for your review. The Florida Reading Association is a 501(c)(3) not-for-profit corporation, therefore, donations for sponsorships received may be applied as either a charitable donation or advertising/marketing for tax purposes.

There are some significant changes in this year's conference intended to give our exhibitors and sponsors the greatest possible exposure. We believe that you will be pleased with the changes and options made as we took last year's exhibitors' suggestions under advisement.

This year, participants will be invited to "Lunch with the Exhibitors" each day of the conference. There will be no competing breakout sessions during this time, ensuring strong traffic in the exhibit hall. Additionally, participants will be coming through the Exhibit Hall numerous times as the general sessions and breakout sessions will be located in close proximity to the exhibit area. Exhibitors will also have the option, in various packages, to present a session of their choice in the exhibitor session area of the hall.

We believe that you will experience more traffic flow than previously seen at our conferences. It is our hope that you will be pleased with the number of contacts and future business you will derive from the conference.

On the Exhibit/Sponsor Request Form you will note discounts for packages, booths, and options of 15% when request and payment are received by 5/15/10 and 10% for those received between 5/16/10 – 6/15/10.

Please contact me with any questions that you may have.

Best regards,

Dr. Evan Lefsky, Exhibits Coordinator and General Conference Chair

[FRAexhibits@gmail.com](mailto:FRAexhibits@gmail.com)

## **Exhibit Booth Furnishings**

Each booth will be 8' by 10' and made of flame retardant 8' high back drape and 3' high side rails, with a 6' skirted table, two padded side chairs, 1 wastebasket and a 7" x 44" identification sign. Other furnishings, labor, freight, handling, AV, floral, signs, cleaning and photography may be ordered through Shepard Exposition Services.

## **Exhibitor Conference Packages**

We are now including the conference registration, exhibitor sessions, ads for the program and The Florida Reading Journal, in the exhibit packages, along with additional marketing possibilities. This will remove the necessity of writing multiple checks and assist with streamlining recordkeeping on the part of the exhibitor.

## **Exhibit Locations**

This year we are offering two choices of venue for exhibit booths including preferred and general locations. Preferred locations include the Prefunction area just outside of Panzacola Ballroom and the entrance to the Exhibit Hall, both in close proximity of the General Sessions.

## **Exhibitor Calendar**

### Thursday, September 8

Exhibitor Set-up 10:00 - 5:45

Exhibit Hall will be open for Opening Gala from 6:00 - 8:00

### Friday, September 9

Exhibit Hall will be open from 8:00 - 5:00

### Saturday, September 10

Exhibit Hall will be open from 8:30 - 3:30

Exhibitor Move-out 3:30 - 5:00

## **Exhibitor Hotel Information**

We will again host our conference at Shingle Creek Resort. FRA has reserved a block of rooms at the rate of \$125 for a single or double. Please request the FRA rate when making reservations. Exhibitors will also be granted a 25% discount off the rack room rate for suites or hospitality rooms.

For Reservations:

Contact Shingle Creek Resort : 866-996-9939.

## Exhibitor/Sponsor Packages

### **Platinum Level: \$4,750 Benefits** (4 spots available)

- All of the benefits of Silver sponsorship, plus the following added benefits:
- **A second and third booth** (Preferred location in Prefunction area or Exhibit Hall)
- **Full page ad** in the program and all issues of The Florida Reading Journal (if booked by June 30, 2011)
- Logo printed on conference marketing materials (if booked by May 31, 2011)
- **Breakout session in the exhibit hall during “Lunch with the Exhibitors” (No other breakouts occurring)**
- Company logo & link on the FRA web-site throughout the 2011 – 2012 year
- Recognition as a contributor to the Opening Night Gala event on Thursday evening and another event of your choice
- Three conference registrations
- Name badge and sponsor ribbon for 8 staff attendees
- Unique listing as a Platinum Sponsor on on-site signage

### **Gold Level: \$3,500 Benefits** (6 spots available)

- All of the benefits of Silver sponsorship, plus the following added benefits:
- **A second booth** (Preferred location in Prefunction area or Exhibit Hall)
- **Half page ad** in the program and all issues of The Florida Reading Journal (if booked by June 30, 2011)
- Logo printed on conference marketing materials (if booked by May 31, 2011)
- Recognition as a contributor to the Opening Night Gala event on Thursday evening and another event of your choice
- Two conference registrations
- Listing as a Gold Sponsor on on-site signage

### **Silver Level: \$2,500 Benefits** (8 spots available)

- One 8x10 exhibit booth (preferred location in Prefunction area or Exhibit Hall)
- 1/4 page ad in the program and all issues of The Florida Reading Journal (book by June 30, 2011)
- **1 one-hour session in the exhibit hall**
- Part of the Exhibitor Passport Program: guarantees participants will visit your booth to complete their passport for the opportunity to win a weekend resort getaway
- Recognition as a contributor to the Opening Night Gala event on Thursday evening and another event of your choice
- Listing in the sponsor section of the program
- Detailed contact information of all representatives in the Exhibitor Directory (included in the conference program and all issues of The Florida Reading Journal for 2011-2012 year)
- One conference registration
- Provide attendee names and contact information (as of August 20)
- Name badge and sponsor ribbon for 4 staff attendees
- Ability to insert one item in attendee's registration bags (if received by September 9)
- Listing as Silver Sponsor on on-site signage
- Company name & logo on PowerPoint in all general sessions

Contact for Exhibits:  
Dr. Evan Lefsky at  
[FRAexhibits@gmail.com](mailto:FRAexhibits@gmail.com)

**Bronze Level: \$1,750 Benefits** (10 spots available)

- One 8x10 exhibit booth (preferred location in Prefunction area or Exhibit Hall)
- 1/4 page ad (in the program)
- Part of the Exhibitor Passport Program: guarantees participants will visit your booth to complete their passport for the opportunity to win a weekend resort getaway
- Recognition as a contributor to the Opening Night Gala event on Thursday evening
- Listing in the sponsor section of the program
- Detailed contact information of all representatives in the Exhibitor Directory (included in the conference program and all issues of The Florida Reading Journal for 2011-2012 year)
- One conference registration
- Name badge and sponsor ribbon for 4 staff attendees
- Listing as Bronze Sponsor on on-site signage
- Company name & logo on PowerPoint in all general sessions

**Exhibitor: \$900 Benefits**

- One 8x10 exhibit booth
- Detailed contact information of all representatives in the Exhibitor Directory (included in the conference program and all issues of The Florida Reading Journal for 2011-2012 year)
- One conference registration
- Name badge and sponsor ribbon for 2 staff attendees

**Patron of Literacy**

**Level I:** \$751 – 1,500 (does not include exhibit booth)

- Business card ad in program
- Listing in the sponsor section of the program
- One complimentary conference registration
- Name badge and sponsor ribbon for the registrant
- Listing as a Patron of Literacy on on-site signage Company/Organization name & logo on PowerPoint in all general sessions

**Level II:** \$250 - 750 (does not include exhibit booth)

- Listing in the sponsor section of the program
- Listing as a Patron of Literacy on on-site signage Company/Organization name & logo on PowerPoint in all general sessions

## Other Sponsorship Opportunities

### **Sponsorship of the President's Reception: \$5,000**

- Held early on Friday evening at the close of exhibits
- You will be recognized with signage and be part of the welcoming committee
- Promotional materials may be given out or displayed
- May be co-sponsored

### **Sponsorship of the Delegates' Assembly Dinner: \$2,500**

- Held on Saturday evening with leadership of local councils and the FRA board of directors
- You will be recognized with signage and be part of the welcoming committee
- 5 of your company's representative's will be able to have dinner with the attendees
- Promotional materials may be given out or displayed

### **Sponsorship of the Saturday Morning Pastries & Coffee: \$3,000**

- Held on Saturday morning from 8:30 – 9:30
- You will be recognized with signage and be part of the welcoming committee
- May be co-sponsored

### **Sponsorship of one of the Book/Author Luncheons: Provide speaker or \$2,000 toward speaker fees**

- Secondary luncheon held on Friday at noon (approx. 70 attendees)
- Elementary luncheon held on Saturday at 12:45 (approx. 100 attendees)
- You will be recognized with signage and be part of the welcoming committee
- 4 of your company's representative's will be able sit and eat with the attendees
- Promotional materials may be given out or displayed

### **Sponsorship of the Saturday morning Breakfast with the Authors: \$1,500**

- Held on Saturday morning at 7:30
- You will be recognized with signage and be part of the welcoming committee
- 4 of your company's representative's will be able sit and eat with the attendees
- Promotional materials may be given out or displayed

### **Sponsorship of Participant Bags with both the FRA logo and the Company logo**

- You may either provide the item or donate money for the cost of the item

Contact for Exhibits:  
Dr. Evan Lefsky at  
[FRAexhibits@gmail.com](mailto:FRAexhibits@gmail.com)

# Florida Reading Association

Annual Conference: September 8 – 11, 2011

## EXHIBIT TERMS AND AGREEMENTS

- 1. Exhibit Management:** All exhibits will be under the management and control of the Florida Reading Association. The Florida Reading Association (to be referred to as the FRA) reserves the right to prohibit any exhibitor or proposed exhibit which in its opinion is not suitable to or in keeping with the general character of the conference exhibits.
- 2. Application for Space:** Exhibitor's application and full payment must be received to reserve space.
- 3. Shipment of Exhibit Materials:** Shepard Exposition Services will store any materials that you have shipped to them. The fees will be noted in the FRA Annual Conference Exhibitor Service Manual that you receive upon our receipt of the Exhibitor Request Form and your check.
- 4. Installation of Exhibits:** Exhibitors will have access to the exhibit area from 10:00 a.m. to 5:45 p.m. Thursday, September 8, 2011 for set-up. All exhibits must be ready by 6:00 p.m. on Thursday. The Florida Reading Association will not be responsible for any cost of moving display material into or out of assigned spaces for any reason. Exhibit MUST fit within the assigned space.
- 5. Removal of Exhibits:** Exhibitors may remove their exhibits on schedule, at 3:30 pm Saturday, September 10, 2011. Requests to remove any part of an exhibit prior to this hour must be cleared with Exhibit Coordinator. Exhibitor expressly agrees to remove exhibit no later than 6:00 pm on Saturday, September 10, 2011 and further agrees to leave its exhibit space in substantially the same condition as existed on the date that possession thereof commenced.
- 6. Hours of Exhibits:** Exhibitors will have access to the room at 7:30 am on show days. All exhibits must be ready to receive visitors at 8:00 am and closing at 5:00 pm. All exhibits must remain intact until Saturday, September 10, 2011 until the closing at 3:30 pm.
- 7. Exhibit Signs:** Each 8' X10' exhibit will be provided with a 7"X44" sign indicating the booth number and company; a six foot draped table; two chairs, and one waste basket. Where possible, and in consideration of adjacent exhibitors, the sides of an exhibit should not exceed three feet in height beyond a distance of four feet from the back wall of the booth.
- 8. Official Service Contractor:** The official service contractor is Shepard Exposition Services. Additional furnishings including tables, chairs, etc., will be supplied on a rental basis through the official service contractor.
- 9. Offensive Exhibits & Exhibitors:** Exhibits of a nature that obstruct the view and interfere with the privilege of other exhibitors or which because of noise or any other reason become objectionable may be modified or removed at the discretion of the FRA. Exhibitors may not harass or harangue other exhibitors for any reason. Disputes should be brought to the attention of the FRA Exhibit Manager for resolution. Sanctions will be imposed for unacceptable conduct.
- 10. Prohibited Usage:** The use of propane, butane, straw, flammable liquids, or blinding, glaring, or flashing lights, loud noise, creation of debris, will be prohibited. Also prohibited is the use of duct tape on floors or anything that will leave a sticky residue.
- 11. Audio Visual Equipment & Electrical:** Information will be provided by the official service contractor: Shepard Exposition Services.

12. **Exhibitor's Property:** Exhibitor agrees not to bring onto the premises any material, such as straw, or equipment which is likely to constitute a hazard to property thereon. All materials used for displays must be flameproof or flame resistant.

13. **Loss or Damage of Exhibitor's Property:** The FRA and the Shingle Creek Resort will not be responsible for any loss by fire, theft, or damage to material or exhibits from any cause. Exhibitor hereby assumes all risks relating to property and materials to be displayed at the Conference.

14. **Responsibility for Damages to the Shingle Creek Resort:** The exhibitors are responsible for any and all damage to property caused by exhibitor or his/her agents, whether accidental or otherwise. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, floors, etc., in such a manner as to deface or damage them. Likewise, no attachment may be made to the floors by nails, screws or any other device that would damage them or mar them.

15. **Indemnity:** Exhibitor assumes responsibility and agrees to indemnify and defend the FRA, the Shingle Creek Resort, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

16. **Insurance:** The exhibitor understands that neither the FRA nor the Shingle Creek Resort maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Neither the FRA nor the Shingle Creek Resort will provide insurance against any loss, including personal injury and property damage, which may be incurred by Exhibitor from whatever cause. Exhibitor agrees to comply with all pertinent laws and policies of the Shingle Creek Resort, including, but not limited to, fire and building codes.

17. **Identification Badges:** Badges must be visibly displayed above the waist at all times within the exhibit area. Exhibits must be manned at all times during show hours. Each exhibiting company will have one full conference registration that is included as part of the exhibitor package. Sign-in must be done prior to set-up.

18. **Cancellation and Refunds:** The FRA reserves the right to cancel any exhibitor's right to exhibit for any violation of the Terms and Conditions or for other due cause. Cancellation requests must be made in writing by July 15, 2011. The FRA will make no refunds for cancellations for ANY cause after August 1, 2011.

19. **If Exhibit Area is Rendered Untenable:** If the exhibit area is made untenable or destroyed by fire or an Act of God or if exhibit activities are precluded by labor disputes, the FRA will not be liable for performance under the contract.

**Read and Agreed to by:**

Authorizing Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Date: \_\_\_\_\_



**THE FLORIDA READING ASSOCIATION  
49<sup>th</sup> ANNUAL CONFERENCE  
EXHIBIT/SPONSORSHIP REQUEST FORM**

Sponsor/Exhibitor: \_\_\_\_\_

Address: \_\_\_\_\_

Company Manager/Contact: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

***MUST BE TYPED AND LEGIBLE***

**NOTE: Sponsor/exhibitor name on the Exhibit/Sponsorship Request Form must be on the check as well. If check is written on a corporate account, be sure the sponsor/exhibitor is clearly shown. This will ensure that the money is credited to the proper sponsor/exhibitor.**

**Exhibitors wishing to co-locate must submit forms and checks together. Booths will be assigned as requests come in on a first-come, first-served basis.**

**Exhibit Packages**

Package Type	Choice	Cost	Reduced Cost <i>If received by 5/15/11</i>	Reduced Cost <i>If received 5/16/11 – 6/15/11</i>	Amount Due
<b>Platinum</b> (4 available)		\$4,750	\$4,037	\$4,275	
<b>Gold</b> (6 available)		\$3,500	\$2,975	\$3,150	
<b>Silver</b> (8 available)		\$2,500	\$2,125	\$2,250	
<b>Bronze</b> (10 available)		\$1,750	\$1,488	\$1,575	
<b>Exhibitor Booth</b>		\$900	\$750	\$825	
<b>Extra Booth</b> , <i>general location</i>		\$750	\$638	\$675	
<b>Exhibit Fees Sub-total</b>					

Exhibitors will be contacted by Exhibits Coordinator to determine booth locations. FRA reserves the right to allocate or reassign booth locations. FRA will not be responsible for any costs involved for the setup or removal of display materials. We will make every effort to accede to your booth selections but the FRA Exhibits Coordinator will determine what is feasible and practical.

