



Reading Recovery®

# EXHIBITOR CONTRACT

2012 NATIONAL READING RECOVERY  
& K-6 CLASSROOM LITERACY CONFERENCE

**EARLY DEADLINE FOR RESERVATIONS IS AUGUST 1, 2011**  
**Secures listing in conference preview/registration booklet and conference program**  
*Final deadline Nov. 30, 2011 — Secures listing in conference program only*

Mail this form to: National Conference Registration / RRCNA  
500 W. Wilson Bridge Road, Suite 250  
Worthington, OH 43085

OR fax to 614-310-7342, ATTN: Ted Phillips  
**QUESTIONS? CALL 614-310-7337**

### CONTACT INFORMATION

Exhibiting company name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Web site \_\_\_\_\_  
Product description for program (10 words or less and subject to editing) \_\_\_\_\_

Will you be selling items at your booth? \_\_\_\_ Yes \_\_\_\_ No (If yes, please refer to the enclosed Exhibitor Rules & Regulations.)

Contact name and title \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### BOOTH SPACE RENTAL – Each 10x10-foot space includes carpeting, draping, and booth sign.

Corner	10x10	\$1,500	No. of corner booths	_____ x \$1,500 = \$ _____
Standard	10x10	\$1,350	No. of standard booths	_____ x \$1,350 = \$ _____
Island*	20x20 (front 1/2 of hall)	\$6,400	No. of 4-space islands	_____ x \$6,400 = \$ _____
Island*	20x30 (front 1/2 of hall)	\$9,600	No. of 6-space islands	_____ x \$9,600 = \$ _____
<b>EXHIBIT BOOTH SUBTOTAL</b>				<b>\$ _____</b>

\*Corner and island booths assigned as requests received. Islands include option to hang company sign from ceiling (cost of sign and rigging are company's responsibility) and Exhibit Hall passes for your clients (4 for 4-space island; 6 for 6-space island).  
**SEE BACK FOR EXHIBIT HALL LAYOUT AND PREFERRED BOOTH LOCATION REQUESTS**

### EXHIBITOR CONTRACT

We authorize reservation of exhibit space for our use during the 2012 National Reading Recovery & K-6 Classroom Literacy Conference, February 4-7, 2012, in Columbus, Ohio. We have read the Exhibitor Rules & Regulations and agree to comply with all terms and conditions, and further agree to pay the full exhibit fee with this application, including sponsorship and advertising fees if applicable. We understand that space cannot be assigned unless payment accompanies this application.

\_\_\_\_\_  
Authorized signature Title Date

Check or money order enclosed (payable to RRCNA)  
Credit card:  MasterCard  VISA  American Express  Discover  
Name as it appears on card \_\_\_\_\_  
Account Number \_\_\_\_\_ 3-digit code \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date \_\_\_\_\_  
Customer Signature \_\_\_\_\_

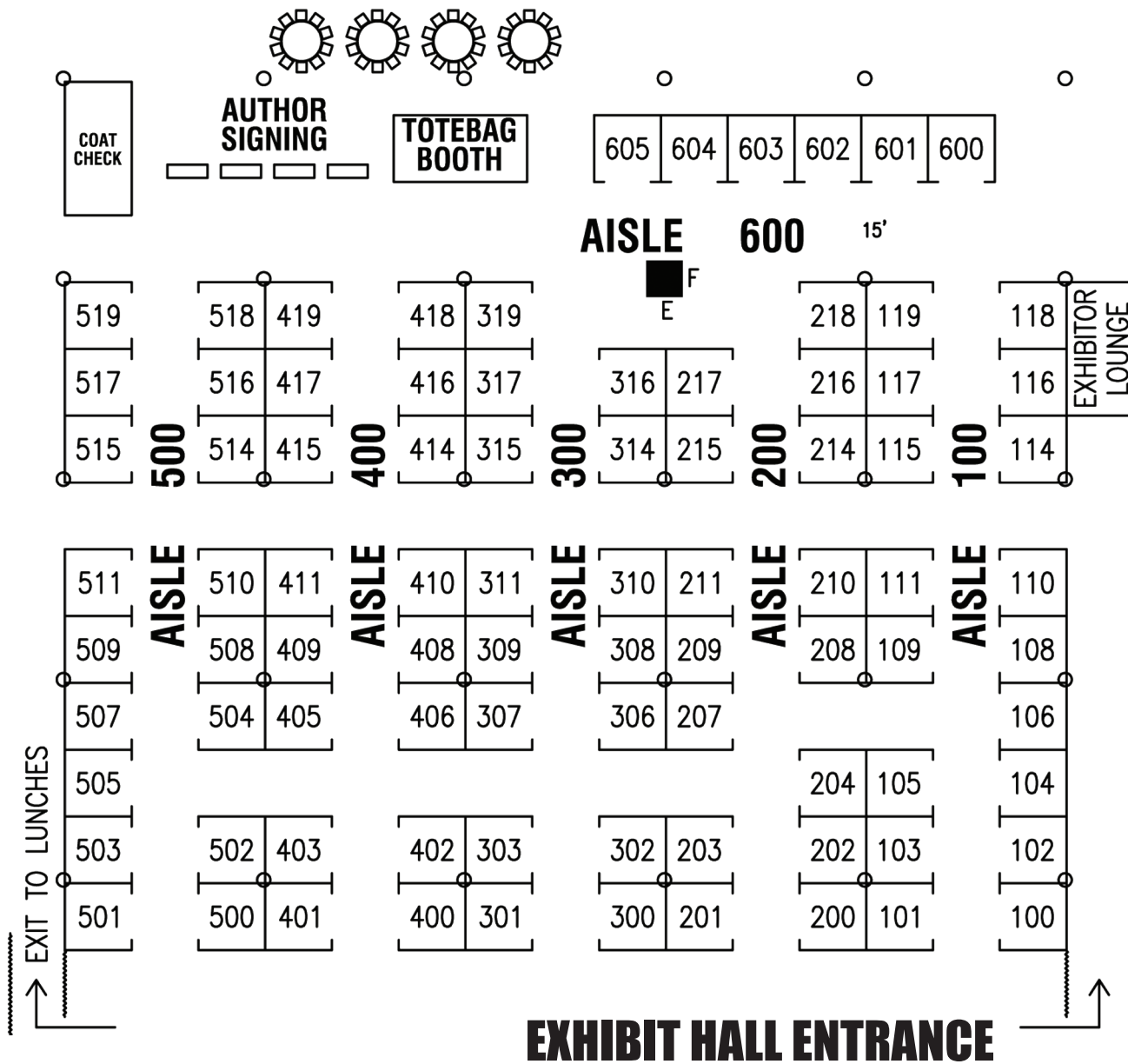
### READING RECOVERY COUNCIL USE ONLY

Exhibitor  
 Sponsor  
 Advertiser

DATE RECEIVED	PROCESSED BY
TOTAL PAYMENT	EXHIBITING \$
ADVERTISING \$	SPONSOR \$

# PRELIMINARY EXHIBIT HALL LAYOUT

2012 NATIONAL READING RECOVERY & K-6 CLASSROOM LITERACY CONFERENCE



Preferred booth space location: Please select up to six booth numbers from map above.

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |

Exhibit booth space requests will be taken into consideration. However, final booth assignments will be the responsibility of the Reading Recovery Conference Committee and will begin after December 15, 2011.



Reading Recovery®

# SPONSORSHIP AGREEMENT

2012 NATIONAL READING RECOVERY  
& K-6 CLASSROOM LITERACY CONFERENCE

**EARLY DEADLINE FOR RESERVATIONS IS AUGUST 1, 2011**  
**Secures listing in conference preview/registration booklet and conference program**  
*Final deadline Nov. 30, 2011 — Secures listing in conference program only*

Mail this form to: National Conference Registration / RRCNA  
500 W. Wilson Bridge Road, Suite 250  
Worthington, OH 43085

OR fax to 614-310-7342, ATTN: Ted Phillips  
**QUESTIONS? CALL 614-310-7337**

**CONTACT INFORMATION — This information will be printed in the 2012 National Conference program.**

Sponsoring company name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Web site \_\_\_\_\_  
Contact name and title \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**SPONSORSHIP LEVEL AND ACTIVITY — Please indicate event you wish to sponsor (SEE BACK FOR BENEFITS)**

<b>LEAD SPONSOR</b>	_____	\$20,000	<b>BRONZE SPONSOR</b>		
<b>GOLD SPONSOR</b>			Sunday break	_____	\$3,000
Logo on tote bag	_____	\$10,000	Monday break	_____	\$3,000
Logo on nametag	_____	\$10,000	Logo on schedule	_____	\$3,000
Sunday luncheon	_____	\$10,000	Logo on room maps	_____	\$3,000
Monday luncheon	_____	\$10,000	<b>FRIEND SPONSOR — Logo on (choose one)</b>		
<b>SILVER SPONSOR</b>			Local information sheet	_____	\$1,000
Tuesday breakfast	_____	\$5,000	General information page	_____	\$1,000
4 logo placements in program	_____	\$5,000	Program restaurant page	_____	\$1,000
Member reception	_____	\$5,000	Speaker index page	_____	\$1,000
Preconference luncheon	_____	\$5,000	<b>SPONSORSHIP SUBTOTAL</b>	\$ _____	

Event sponsorships will be accepted as requests are received. In the case of duplication, the Reading Recovery Conference Committee will suggest alternative events for sponsorship.

We authorize the sponsorship of these events during the 2012 National Reading Recovery & K-6 Classroom Literacy Conference, February 4-7, 2012, in Columbus, Ohio. We understand sponsorship cannot be recognized in printed materials or on website until payment is received

Authorized signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Check or money order enclosed (payable to RRCNA)  
Credit card:  MasterCard  VISA  American Express  Discover  
Name as it appears on card \_\_\_\_\_  
Account Number \_\_\_\_\_ 3-digit code \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date \_\_\_\_\_  
Customer Signature \_\_\_\_\_

<b>READING RECOVERY COUNCIL USE ONLY</b>	
<input type="checkbox"/> Exhibitor	DATE RECEIVED
<input type="checkbox"/> Sponsor	PROCESSED BY
<input type="checkbox"/> Advertiser	TOTAL PAYMENT
	EVENT ASSIGNED
	SPONSOR \$

# SPONSORSHIP LEVELS AND BENEFITS

BENEFIT	LEAD	GOLD	SILVER	BRONZE	FRIEND
Podium introduction and brief presentation by your lead corporate executive during a keynote session	X				
Prominent placement of complimentary exhibit booth	X				
Program cover recognition	X	X			
A link to your website from the RRCNA website	X	X			
Free 1/4 page ad in conference preview/registration booklet	X	X			
Complimentary use of premium reception/meeting space during conference	X	X			
Guaranteed availability of up to two guest rooms in headquarters hotel	X	X			
Conference registration for one company representative	X	X			
Electronic board recognition and on conference entry display	X	X			
Free prominent ad placement in conference program	full	full	half	quarter	NA
Named co-sponsor of choice of event (sponsorship level determines events)	X	X	X	X	
Prominent placement of exhibit booths (available at regular booth prices)	X	X	X	X	X
Special recognition as a sponsor in the Exhibitor listing	X	X	X	X	X
Invitation to Scholars Luncheon	X	X	X	X	X
Complimentary lunch (one per booth)	X	X	X	X	X
Podium and general session slide recognition	X	X	X	X	X
Recognition signage for booth and sponsor ribbon	X	X	X	X	X
Listing in conference registration materials, program booklet, and on RRCNA website	X	X	X	X	X
Recognition in spring issue of <i>The Journal of Reading Recovery</i>	X	X	X	X	X
Logo placement (see reservation form)			X	X	X



Reading Recovery®

# ADVERTISING INSERTION ORDER

2012 NATIONAL READING RECOVERY  
& K-6 CLASSROOM LITERACY CONFERENCE

**Send this form**

**by Aug. 1 to:** National Conference Registration / RRCNA  
500 W. Wilson Bridge Road, Suite 250  
Worthington, Ohio 43085

OR fax to 614-310-7342, ATTN: Ted Phillips  
**QUESTIONS?** Call 614-310-7337

**CONTACT INFORMATION**

Advertising company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

Contact name and title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**ADVERTISING SPACE RESERVATION AND MECHANICALS**

		PROGRAM ONLY		WITH AD IN REGISTRATION BOOKLET	
		MATERIALS DUE JAN. 5, 2012		MATERIALS DUE AUG. 1, 2011	
		B/W	4/C	B/W	4/C
_____ Inside back cover (4-color)	7.5 x 10	N/A	\$3,000	N/A	N/A
_____ Inside front cover (4-color)	7.5 x 10	N/A	\$2,500	N/A	N/A
_____ Full page	7.5 x 10	\$1,500	\$1,750	\$1,350	\$1,575
_____ Half page horizontal	7.25 x 4.75	\$900	\$1,150	\$810	\$1,035
_____ Half page vertical	3.5 x 9.75	\$900	\$1,150	\$810	\$1,035
_____ Quarter page	3.5 x 4.75	\$500	\$750	\$450	\$675
_____ Coupon ad	3.5 x 3	\$250	N/A	N/A	N/A

**May mix ad sizes. Please indicate size requested and circle B/W or 4/C choice for each ad.**

Conference program covers will be sold to the first requests received. Please call Ted Phillips at 614-310-7337 to verify availability before sending in your reservation and payment. All other ads will be printed in black only; four-color available for an additional \$250. All ads must be press-ready Adobe pdf files e-mailed to vfox@readingrecovery.org. Please call Vicki Fox at 614-310-7332 if you cannot provide a pdf. Materials cannot be returned. Typesetting, copy alterations, and any necessary mechanical preparation will be charged to the advertiser.

**ADVERTISING CONTRACT**

We authorize reservation of conference advertising space for the 2012 National Reading Recovery & K-6 Classroom Literacy Conference, February 4-7, 2012, in Columbus, Ohio. We agree to comply with all terms and conditions, and further agree to pay the full advertising fee with this application.

\_\_\_\_\_  
Authorized signature Title Date

Check or money order enclosed (payable to RRCNA)

Credit card:  MasterCard  VISA  American Express  Discover

Name as it appears on card \_\_\_\_\_

Account Number \_\_\_\_\_ 3-digit code \_\_\_\_\_

Exp. Date \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date \_\_\_\_\_

Customer Signature \_\_\_\_\_

READING RECOVERY COUNCIL USE ONLY			
<input type="checkbox"/> Exhibitor	DATE RECEIVED	PROCESSED BY	
<input type="checkbox"/> Sponsor	TOTAL PAYMENT	SPACE RESERVED	
<input type="checkbox"/> Advertiser	PROGRAM ADV	PREVIEW ADV	



Reading Recovery®

# ADVERTISING SPACE AND RATES

2012 NATIONAL READING RECOVERY  
& K-6 CLASSROOM LITERACY CONFERENCE

## PROGRAM ONLY

INSIDE BACK COVER  
(4-color)  
7.5 x 10  
\$3,000

INSIDE FRONT COVER  
(4-color)  
7.5 x 10  
\$2,500

HALF PAGE  
HORIZONTAL

7.25 x 4.75  
\$900

QUARTER  
PAGE

3.5 x 4.75  
\$500

## PROGRAM ONLY

FULL PAGE


7.25 x 9.75  
\$1,500

HALF  
PAGE  
VERTICAL

3.5 x 9.75  
\$900

COUPON AD

3.5 x 3  
\$250



**All ads except covers are black only. Four-color process is available for an additional \$250.**

**Run an ad in both the conference preview/registration booklet AND in the conference program, and SAVE 10% on the cost of each ad. May mix ad sizes.**

All advertising content is subject to review by RRCNA and ads may be rejected if deemed inappropriate. All ads except covers print black only; four-color available for an additional \$250. All ads must be press-ready Adobe pdf files emailed to [vfox@readingrecovery.org](mailto:vfox@readingrecovery.org). Please call Vicki Fox at 614-310-7332 if you cannot provide a pdf. Materials cannot be returned. Typesetting, copy alterations, and any necessary mechanical preparation will be charged to the advertiser.

## Terms and Conditions

The application becomes a contract only upon acceptance by the Publisher.

**Definitions.** "Publisher" shall mean the Reading Recovery Council of North America (RRCNA), and "Advertiser" shall mean the advertising applicant named herein or any advertising agency working on behalf of the advertising applicant.

**Payment.** Invoices will be mailed at posted materials due dates for each issue, with payment due upon receipt of invoice. New advertisers will be invoiced at space reservation, with payment due prior to publication. Advertiser and Advertiser's Agency, if any, shall be liable for payment under this contract. Publisher may invoice or bill Advertiser or Advertiser's agency, at its sole discretion. If payment is not made when due, late charges, interest, and attorney's fees at the maximum rate permitted by law (not to exceed 25 percent of the amount due hereunder) may be charged by Publisher to Advertiser or Advertiser's agency. Notice of demand for payment of Advertiser or Advertiser's agency shall be deemed notice to both. Payment by American Express, MasterCard or Visa, or by check or money order is acceptable.

**Submissions.** Properly formatted materials must be submitted to Publisher. Failure to submit materials on a timely basis may result in re-publication of a prior ad or billing of Advertiser for the devoted space.

**Publisher Reservations.** Publisher reserves the right, in its sole discretion, to: (a) refuse any advertisements for any reason, including without limitation, political candidate or agenda ads, action committees, special-interest groups, or referendums; inappropriate ads endorsing products or services deemed not suitable to Publisher's audience or in conflict with Publisher's mission statement; ads conflicting with services, products, or programs offered by Publisher or its affiliates; or ads in breach of any of Advertiser representation or warranty; and (b) print the words "paid advertisement" at the top of any ad that might be confused with editorial content.

**Advertiser Representations and Indemnity.** Advertiser represents and warrants that: (a) it has read these additional Terms and Conditions; (b) that its representative submitting this agreement is authorized to do so and that the submissions may be relied upon as though it were a signed agreement; (c) that the materials submitted are not libelous, obscene, invasive of the privacy of any third party, and accurately portray the goods and services offered by Advertiser; (d) that no further permission or license is required of any third party prior to publication of the submitted material; (e) that publication of the submitted material does not infringe any copyright or other proprietary right held by any third party. Advertiser agrees to indemnify and hold harmless Publisher for any breach of these representations, including judgments, attorney's fees, costs, and other damages.

**Limitations of Liability.** Publisher shall not be liable for failure to publish an ad due to labor disputes, accidents, fires, Acts of God, or any other circumstance beyond the control of Publisher. In no event will Publisher liability hereunder exceed amounts paid by Advertiser to Publisher under this agreement. This agreement may not be invalidated for wrongful insertion or omissions by Publisher. Publisher may issue credit to Advertiser for wrongful insertions or omissions.

**Entire Agreement.** This is the entire agreement between the parties concerning the subject matter herein and may be amended only in writing signed by both parties.

**Choice of Law.** This agreement shall be governed and construed in accordance with the laws of the State of Ohio and venue for any cause or suit arising hereunder shall lie in Franklin County, Ohio.

**Waiver:** Waiver by publisher of any right hereunder shall not operate as a waiver of any other remedy.



Reading Recovery®

# EXHIBITOR RULES & REGULATIONS

2012 NATIONAL READING RECOVERY  
& K-6 CLASSROOM LITERACY CONFERENCE

## Payment

Payment in full must accompany the Exhibitor's Application & Contract. Applications will not be accepted and processed unless full payment is received by the specified deadline. Acceptable payment: check, money order, or credit card (Visa, MasterCard, American Express, or Discover) with authorized signature. Note: All meal functions require a ticket. Please contact Ted Phillips at [tphillips@readingrecovery.org](mailto:tphillips@readingrecovery.org) for more information.

## Space Assignments

Booth space assignment will begin December 15, 2011. Exhibit booth space requests will be taken into consideration; however, final booth assignments will be the responsibility of the Reading Recovery Conference Committee. In addition, several National Reading Recovery Conference sponsorship packages allow for premium placement throughout the exhibit hall. These placements are made at the discretion of the Reading Recovery Council staff.

## Installation and Dismantling

Exhibitors will have access to the exhibit hall beginning Saturday, February 4, 2012, at 8:00 a.m. All booths must be installed and ready for opening by 2:30 p.m. that day. All exhibits must be dismantled immediately following the closing of the exhibit hall on Monday, February 6, 2012, at 5:00 p.m. All materials must be removed by 10:00 p.m. that day. The exhibitor agrees not to dismantle or begin packaging before the final closing of the exhibit hall at 5:00 p.m. on Monday, February 6, 2012.

## Cancellation

The application for exhibit space, the notice of space assignment by the National Reading Recovery Conference staff, and the full payment of rental charges together constitute a contract for the right to use the space. Written cancellations postmarked by October 15, 2011, will be honored with a full refund, less a \$50 processing fee. Written cancellations postmarked by December 15, 2011, will receive a 25% refund. No refunds will be issued after December 15, 2011. These policies apply to partial space cancellation as well as full cancellation.

## Reservation Deadlines

Early Deadline: August 1, 2011 – Secures listing in conference preview/registration booklet and in conference program.  
Final Deadline: November 30, 2011 – Secures listing in conference program only.

## Official Exhibit Decorator

In December 2011, each paid exhibitor with an assigned booth space will receive a service kit. This kit contains forms for table and chair rental, additional service requests such as computer hook-ups, telephone lines, electrical needs, special equipment/furniture rental, shipping instructions, and material handling rates. The Conference decorator information will be included with your confirmation letter – upon receipt of payment. All electrical orders must be made with the decorator prior to the conference. Please Note: carpeting will be supplied, in the Conference theme color, in all exhibit booths. Exhibitors may not use their own carpeting across an aisle.

## Contract

The application and contract for exhibit space shall be considered a binding agreement between the exhibitor and the Reading Recovery Council of North America, subject to the rules and regulations assigned by Reading Recovery Council staff.

## Selling Items from Your Booth

You may sell your company's products in the exhibit hall. However, you may do so only within the confines of your exhibit booth space, and only as long as it does not disrupt or interfere with other exhibitors in any way. Exhibitors are expected to observe the applicable tax laws of the United States, the State of Ohio, and the City of Columbus.

## Liability

The sponsor of the 2012 National Reading Recovery & K-6 Classroom Literacy Conference, the Reading Recovery Council of North America and its staff have no liability to any exhibitor for any personal injury, death, or damage to property (including display area) occurring and/or arising from action of the exhibitor or his/her employees, agents, or licensees. Each exhibitor, in making application for booth space, agrees to protect, indemnify, and hold harmless the Reading Recovery Council of North America; its sponsors, partners, and their staffs; and the Greater Columbus Convention Center and Hyatt Regency Hotel from any and all claims, liability, damages, or demands which may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

## Insurance

It shall be the responsibility of each exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property, or to meet its obligations under this agreement, in such amounts as the exhibitor shall deem adequate. The Reading Recovery Council of North America, its sponsors or its partners will not provide insurance.

## Restrictions

The subletting, assignment or apportionment of the whole or any part of the exhibitor's space by an exhibitor is prohibited. The use of space outside the booth area assigned to the exhibitor by Reading Recovery Council staff is prohibited. All demonstrations or interviews must be confined to the limits of the exhibit booth space. Aisles must be kept clear. Courtesy to other exhibitors is expected.

## Compliance with State Laws & Local Ordinances

Exhibitors are expected to observe the applicable laws of the United States, the State of Ohio, and the City of Columbus, including, but not limited to, tax laws, local fire and safety ordinances and regulations. Exhibitors are expected to observe operational guidelines and procedures established by the Reading Recovery Council of North America applicable to exhibits, copyright and trademark.

## Endorsement

Exhibitors must refrain from exhibiting products in any way that implies an endorsement by the Reading Recovery Council of North America.

## Book Signings

Author book signings are encouraged. If you plan to hold a signing, please contact the RRCNA Conference Staff at least sixty days prior to the conference. You will be given a copy of the policy. Exhibitors' opportunities to present materials are within the exhibit hall only. Exhibitors are requested to present such opportunities to attendees in a manner that does not interfere with the operations of other exhibitors. All demonstrations and displays of exhibitor products are limited to the exhibit hall. There will be no books or other items on tables for meal functions or in common areas.

## Giveaway Policy

Exhibitors who choose to give away their products at the end of the exhibit show must wait until the conclusion of the show. Monday, February 6, 2012, at 5:00 pm. Additionally, the exhibitor is responsible for ensuring this giveaway does not interfere with nearby exhibitors and that aisles will be kept clear.

## Rights of Show Management

The National Reading Recovery & K-6 Classroom Literacy Conference reserves the right to rearrange the floor, relocate any exhibit and remove any exhibit that does not comply with established rules. All exposed areas in a display must be draped in conference colors to ensure the attractiveness of the Exhibit Hall. Show management reserves the right to cover unsightly areas and will submit charges to the exhibitor. The Reading Recovery Council of North America reserves the right to approve or disapprove any application to exhibit at its discretion.

If it is necessary to cancel the National Reading Recovery & K-6 Classroom Literacy Conference prior to the scheduled opening, due to any causes beyond the control of the Reading Recovery Council of North America, including, but not limited to, damage or destruction of the Exhibit Hall, labor strikes or weather-related hazards, the National Reading Recovery & K-6 Classroom Literacy Conference may retain as much of the payment for exhibit space as is necessary to cover expenses incurred up to the time of said emergency.

The Reading Recovery Council of North America respectfully asks the full cooperation of the exhibitors. All points not covered are subject to the decision of the Reading Recovery Council of North America's Executive Director.

## Special Sound Effects, Music, Visual Effects, Photography, and Videotaping

Sound and/or projection equipment, operational equipment being demonstrated, or any other type of sound or noise-making apparatus must not interfere with the activities of other exhibitors. Sound equipment must not create noise levels objectionable to neighboring exhibitors or conference attendees. This also applies to live and recorded music, including that played on videotapes. The playing of commercial music via radio, LP, CD, audio cassette, television or MP3 player is strictly prohibited.

The decibel level must not exceed 85 dB as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. If the level exceeds the maximum level allowed, the exhibitor will be required to adjust the decibel level accordingly. If this is not complied with immediately, the sound projection equipment will be removed. Any expense incurred in the rental or removal of audio or visual equipment will be paid by the exhibitor.

Photography and videotaping other than by official conference photographers are not permitted within the Exhibit Hall at any time. Only the exhibitor may grant permission to have their exhibit and/or products photographed.

## Exhibitors Who Purchase Booth Space on Both Sides of An Aisle

Exhibitors may not use their own carpeting across an aisle. Carpeting will be supplied by the conference decorator, in the conference theme color, in all exhibit booths. The use of space outside the booth area assigned to the exhibitor by Reading Recovery Council staff is prohibited. All demonstrations or interviews must be confined to the limits of the exhibit booth space. Aisles must be kept clear and courtesy to other exhibitors is expected.

## Signs and Carpeting

All hanging signs must be suspended over the contracted booth space and not over aisles. Exhibitor signage can not block the sight line for the aisle number signs.

All exposed areas in a display should be draped in conference colors to ensure the attractiveness of the Exhibit Hall. However, an exhibitor may order a different color carpet from the conference decorator, provided the carpet stays within the booth space and does not extend into the aisle. Show management reserves the right to cover unsightly areas and will submit charges to the exhibitor.

## Booth Height

The preferred maximum height for an inline booth is 8 feet. However, an inline booth could be as high as 12 feet with the stipulation that the back of the booth has to be finished so that it does not interfere with the booth behind it. If an exhibitor has an island booth or a peninsula booth, the booth can be no higher than 16 feet.

If an exhibitor wants to hang a sign over their booth, it must be at least 12 feet from the floor and hung by the conference decorator. The ceiling height in the exhibit hall is 30 feet high.

Exhibitors are expected to observe the applicable laws of the United States, the State of Ohio, and the City of Columbus, including local fire and safety ordinances and regulations. The National Reading Recovery & K-6 Classroom Literacy Conference reserves the right to rearrange the floor, relocate any exhibit and remove any exhibit that does not comply with established rules.

**Hotel Discount Information  
will be sent with confirmation**

## Thank You

for complying with the Exhibit Hall policies of the National Reading Recovery & K-6 Classroom Literacy Conference.

For more information contact Ted Phillips,  
RRCNA conference coordinator

Phone 614-310-7337

Fax 614-310-7342

Email [tphillips@readingrecovery.org](mailto:tphillips@readingrecovery.org)

Mail 500 W. Wilson Bridge Rd., Suite 250  
Worthington, OH 43085

**Please complete the exhibitor evaluation  
included in your on-site packet.**

**2013 NATIONAL CONFERENCE  
February 2-5 in Columbus, OH**