



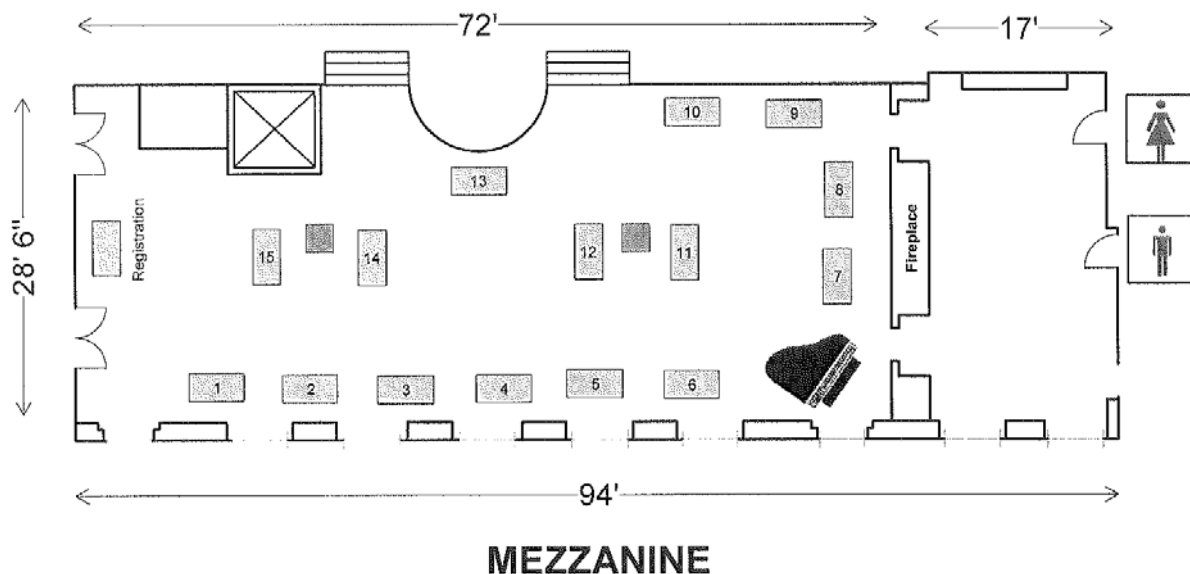
California Educational Research Association
88th Annual Conference
November 18-19, 2009
Sir Francis Drake Hotel, San Francisco

EXHIBITOR TERMS AND CONDITIONS

The 88th Annual Conference of the California Educational Research Association (CERA) will be held in San Francisco, California, at the Sir Francis Drake Hotel on November 18-19, 2009. Each year, many members from a variety of California's educational institutions, such as universities and K-12 school districts, participate in the CERA conference. This annual event seeks to contribute to the fields of teaching and learning, assessment, educational research and evaluation, and the professional development of educators and educational researchers. CERA invites those with products, innovations, technologies, and services that will contribute to these fields to display their products in the CERA Exhibitor Area during the annual conference.

Location of Exhibits and Space

The 2009 CERA exhibits will be located in the mezzanine of the Sir Francis Drake Hotel, San Francisco, California. The layout and numbers for each exhibit space are shown below. *(The stairs descend into the lobby. The windows on the wall with the piano – not to scale – look out onto Powell Street. The doors on each side of the registration table enter breakout rooms. The continental breakfast on Thursday will be served in the area to the right of the fireplace.)*



Nature of Exhibits

Each exhibitor will be provided a 6' by 2' draped table. The content of materials displayed in the CERA Exhibitor Area must contribute to teaching and learning, assessment, educational research and evaluation, or the professional development of educators and educational researchers. Decisions regarding the acceptability of exhibits will be made by CERA. CERA reserves the right to curtail exhibits or parts of exhibits that, in its sole judgment, detract from the character of the conference. This applies to displays, literature, novelties, souvenirs, and

personal conduct. Exhibits shall be constructed and arranged so that they do not obstruct the general view or hide the exhibits of others. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Inspection of all exhibits will be made during the setup to advise the exhibitor if any deviation from the rules is noted. If the exhibitor is not available, the decorator, with the approval of the Exhibits Manager, will provide the necessary draping and submit charges to the exhibitor.

Exhibit Hours

Wednesday, November 18, 11:00 am – 5:30 pm

Thursday, November 19, 8:00 am – 5:30 pm

Installation and Tear Down of Exhibit

Exhibit set up will take place on Wednesday, November 18, beginning at 7:30am and ending at 10:30am. Tear down of exhibits will begin Thursday at 5:30pm. Exhibit materials must be removed from the area by 7:00pm Thursday, November 19.

Exhibitor Fee

\$500, payable to CERA.

Due Date

An Exhibitor Application and Contract is attached. A completed and signed Exhibitor Application and Contract and a check or money order for the cost of the table must be received by **October 10, 2009**. You will receive confirmation of acceptance within approximately five business days of receipt of your application.

Assignment of Space

Assignment of space for exhibits will be made by CERA on a first-come, first-served basis. Sponsors will be given preference.

Conference Program

All exhibitors that have registered by **October 10, 2009** will be listed in the Conference Program.

Cancellation and Refund

If an accepted exhibitor notifies CERA in writing of intent to cancel by November 6, 2009, \$200 will be refunded. No refund will be given if an exhibitor is unable to exhibit at the conference because of exhibitor illness, injury or other personal circumstances that prevent the exhibitor from exhibiting. A full refund will be given if the conference is not held.

Security

Neither the Sir Francis Drake Hotel nor CERA are liable for nor carries any insurance for exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense.

Liability

Exhibitors shall assume all responsibilities for damage to their Exhibitor Area, and they shall indemnify and hold harmless CERA, the Sir Francis Drake Hotel and any service contractors acting as agents of CERA from all liability that may ensue from any cause.

Packages and Deliveries

All deliveries need to be brought to the Sutter Street entrance of the hotel. Due to limited storage space at the Sir Francis Drake, send materials to arrive no sooner than two days prior to the function date. There is a handling charge of \$6.50 per item for items over 25 pounds. Hotel labor shall be incurred at a charge of \$75.00 per hour.

Please ship all items to:

Allison Berkowitz
Sir Francis Drake Hotel
450 Powell Street
San Francisco, CA 94102

and mark:

Hold for Arrival:

California Educational Research Association
Mary Tribbey or Karen Greer
November 18 and 19, 2009

Power & Internet Access

Upon request, each exhibitor will be supplied with electricity. At the Sir Francis Drake, there are various packages to purchase access to the Internet from the Mezzanine. If you are interested in Internet access, please call Mary Tribbey at (530) 532-5820. (Internet access will be billed separately from the exhibit fee.)

General Conduct of Exhibitors

The following practices are prohibited:

1. Noise that interferes with other exhibitors.
2. Volatile, flammable, or explosive materials or any other substance prohibited by law or insurance carriers.
3. Subleasing of exhibit space.
4. Canvassing or exhibiting material outside the exhibitor's own space.
5. The use of billboard signs or other displays outside the exhibitor's own space.
6. Soliciting participation in surveys or otherwise harassing conference participants.
7. Solicitation of business or meetings in the interest of anyone other than representatives of the exhibiting firm.
8. Publicizing and/or maintaining any extracurricular activities, inducements, displays, or demonstrations away from the exhibit area during exhibit hours.
9. Contests, lotteries, or games of chance.
10. The use of thumbtacks, scotch tape, nails, screws, bolts, or any tool or material that could mark the floor or walls. No signs or other articles are to be fastened to walls or electrical fixtures.
11. Activities that would impede the flow of traffic through the area.

Other

Decisions regarding the acceptability of exhibits will be made by CERA. CERA reserves the right to make additional conditions that are necessary to serve the purposes of the Association and the success of the conference.

CALIFORNIA EDUCATIONAL RESEARCH ASSOCIATION
88th Annual Conference
Sir Francis Drake Hotel, San Francisco
November 18-19, 2009

Exhibitor Application and Contract

Complete and submit this application and contract to Karen Greer at the address below no later than **October 10, 2009**. A check or money order for \$500, payable to CERA, must be included.

**Karen Greer
Los Angeles COE
9300 Imperial Highway, ECC 367
Downey, CA 90242**

Exhibiting Firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ E-mail: _____

Phone: _____ Fax: _____

Description of Exhibit: _____

Will you require electrical services? Yes Number of items to be plugged in: _____

Will you require access to the Internet? Yes No

Which space would you prefer to occupy? # _____ Second choice? # _____

I have read and hereby agree to the Terms and Conditions described on the previous three pages of this document.

Exhibitor Signature: _____

Title: _____ Date: _____

For CERA use:

Approved Not Approved

CERA Officer Signature: _____

Title: _____ Date: _____

Space Assigned: _____