

JOURNEY into READING & WRITING ACROSS the CURRICULUM

MISSOURI STATE COUNCIL of IRA
42nd State Conference-October 2-4, 2008
University Plaza-Springfield, Missouri

Dear Publisher/Educational Company Representative:

MSC/IRA extends to you an invitation to exhibit at the 42nd Annual Conference, to be held at the University Plaza Hotel, Springfield, MO, on October 2-4, 2008. Our program offerings are broad and the conference includes many noted national and local speakers. Exhibits will be in the Convention Center in the Nebraska, Iowa, & Georgia Rooms. Featured exhibit times planned in the schedule will promote an increase in exhibit exposure. Several traffic-generating activities are being proposed.

Exhibit Times

- Exhibits may begin setup at 7:00 – 9:00 PM on Wednesday, Oct. 1, 2008
- Exhibit Opening on Thursday, Oct. 2nd – 10:30 – 7:00 PM; Friday, Oct 3rd – 7:30 AM – 12:00 noon
- Exhibit area will be closed Thursday, Oct 2nd – 2:00 – 3:30 PM to allow exhibitors a break for lunch
- Featured Exhibit Browsing Thursday, Oct 2nd – 12:30 AM– 2:00 PM and 5:00 – 7:00 PM
- Featured Exhibit Browsing Friday, Oct 3rd – 7:30 – 9:00 AM and 10:30 – 11:00 AM
- Continental Breakfast sponsored by Exhibitors Friday, Oct 3rd – 7:30 – 9:00 AM
- Prizes in the Exhibit Area – Friday, Oct. 3rd at 10:30 AM
- Exhibit area cleared Friday, Oct 3rd by 2:00 PM

Council Exhibitor Rules and Regulations

1. Application: An application for each publisher/company **must be completed and returned** before a booth may be assigned - including those receiving a free booth space by sponsoring a “Featured Speaker.” Featured Speakers must be arranged by contacting the **Program Chairperson, Debi Porter**
1124 Black Forest Drive
St, Charles, MO 63301
H Ph: 636-688-6384
W Ph: 636-272-2709
Email: debiporter@sbcglobal.net
2. Booth Space: Includes - one 8-foot table with 2 chairs, identification sign, waste can, pipe and drape. Additional booth space is to be arranged with the MSC/IRA Exhibit Chairperson. It is possible to adjoin multiple booth spaces with the MSC/IRA Exhibit Chairperson.
3. Terms of Payment: \$250.00 for first booth/ \$150.00 per additional booth space. Payment is required upon return of the enclosed agreement. Exhibitors who are representing more than one company will be charged the full amount of \$250.00 per company for the first booth and \$150.00 for each additional booth represented. Each company name must be registered with the MSC/IRA Exhibit Chairperson so that proper signage may be ordered.
4. It is important that companies send specific vendor information as companies often fund more than one vendor. **The contract with a check payable to “2008 MSC/IRA Conference” is to be mailed to:**

Zenda Folta, Exhibit Chairperson
2008 MSC/IRA Reading Conference
131 Lincoln Trail
Hawk Point, MO 63349

H PH: 636-338-4908
W PH: 636-528-1990 Ext 182
Email: folta@trov.k12.mo.us

5. Space Assignment: The assignment of space will be made upon receipt of application and payment. The Missouri State Council reserves the right to place exhibits, but all exhibitors will be given exposure to the traffic flow in the exhibit area. Applications will be considered in the order of the date of postmarks; i.e., those bearing the earliest postmarks will receive first space considerations.
6. Cancellation: An exhibitor may cancel this agreement by giving written notice of cancellation, which must be received by the Exhibit Chairperson on or before Aug 29, 2008. The Missouri State Council will not refund any Exhibit fees after Aug 29, 2008.
7. Exhibitor(s) Registration: Exhibitors who will be supervising an exhibit must verify the names of all exhibitors with the Exhibit Chairperson. **There will not be a conference registration fee for these verified exhibitors. If, however, your company chooses to submit a proposal to the conference, those presenting at the conference would be required to pay all conference fees as any other presenter.** Only sponsors of the Featured Speakers (as determined by the Program Coordinator) will receive a free booth space. An Exhibit Registration Booth will be maintained during the entire conference for your convenience. Exhibitor badges admit exhibitors to all conference sessions.
8. Installation: Exhibitors may commence installation of displays starting at 7:00 PM on Wed, Oct.1st, 2008. All exhibits must be completely set up by 12:00 PM (noon) on Thursday, Oct 2nd. (See Exhibit Times for additional information regarding times.) University Plaza Hotel will send you information regarding additional tables, equipment needs, electric and materials handling four weeks prior to the conference.
9. Attendance Prizes: Exhibitors are asked to please donate some item to be used in our attendance drawings. A plan to require attendees to collect verification from exhibitors is being put into place for the conference.
10. Exhibit Hospitality Area: There will be an Exhibit Hospitality area provided for you during the Exhibit hours. Water and coffee will be provided.
11. Dismantling: Exhibitors may **NOT** dismantle until **11:00 AM** without the consent of the Exhibit Chair Representative. No exhibitor will be allowed to remove any exhibit or part of an exhibit until the closing of the exhibit portion of the program. All materials of exhibitors must be removed from the exhibit hall by 2:00 PM, Friday, October 3rd, 2008.
12. Sponsorship: Any exhibitor sponsoring a speaker and all expenses, including an honorarium, is entitled to an exhibit booth free of charge. Sponsorship must be determined by contacting the **Program Chairperson, Debi Porter, (636) 688-6384, debiporter@sbcglobal.net**
13. If any exhibitor is interested in advertising in the conference program book, please contact the MSC/IRA Exhibit Chairperson for pricing. (See enclosed page regarding advertising.)
14. **All exhibits must be educationally related.**

If you have any questions, do not hesitate to contact me. The Missouri State Council values each and every one of the exhibitors as an integral part of our goal to promote literacy across the state. I look forward to working with you on this conference.

Sincerely,
Zenda Folta, Exhibit Chairperson
2008 MSC/IRA Conference Committee
131 Lincoln Trail
Hawk Point, MO 63349

All forms, including conference registration, hotel reservation, program proposal, exhibitor information, and general conference information is available on-line at: **www.missourireading.org**

Application/Contract of Exhibit Space
42nd Annual Conference
Missouri State Council/International Reading Association
University Plaza Hotel - Springfield, Missouri
October 2-4, 2008

Please reserve space for our exhibit at the Missouri State Council of the International Reading Association, 42nd Annual Conference to be held at University Plaza Hotel, Springfield, MO, October 2-4, 2008. This application is made subject to the Rules and Regulations for Exhibitors. Applications will be postmark dated and table assignments will be honored on that basis.

1 Booth Space - \$250.00

Booths requested _____

Additional Booth Spaces - \$150.00

Total amount \$ _____

Please complete information below (which will be forwarded to University Plaza Hotel & Convention Center for signage).

Name of Company _____

Identification sign to read (**please print exact identification**) _____

Mailing Address _____

City, State, Zip Code _____

Phone # _____ Fax _____

Contact Person _____ Email _____

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To notify exhibitors or specific information regarding meal/lodging availability or possible changes, please provide the following:

Exhibitor on site _____ Title _____

Email _____ Phone _____

Additional Exhibitor(s) _____

If sponsoring a speaker (including honorarium and expenses), as agreed upon by the Program Coordinator, a company is entitled to one exhibitor's booth free of charge. Please list speaker(s): _____

Please return a copy of this agreement and the table space registration fee made payable to

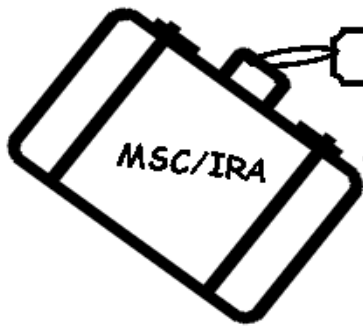
2008 MSC-IRA Conference to:

Zenda Folta
Exhibit Chairperson
2008 MSC/IRA Conference Committee
131 Lincoln Drive
Hawk Point, MO 63349

H Ph: 636-338-4908
W Ph: 636-528-1990 Ext -182
Email: foltaz@trov.k12.mo.us

For MSC/IRA Use:

Date rec'd _____
Check # _____
Check Amt _____
Assigned _____
Booth #(s) _____



2008

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MISSOURI STATE COUNCIL of IRA
42nd State Conference-October 2-4, 2008
University Plaza-Springfield, Missouri

Dear Publisher/Educational Company Representative:

MSC/IRA would like to offer you the opportunity to advertise in the conference program that all conference attendees will receive. Typically, attendees to the annual conference are educators and parents including Reading Specialists, Literacy Coaches, Early Childhood Specialists, Special Education Teachers, General Education Teachers – PreK-12, Curriculum Directors, and Administrators.

Company is to supply a black and white artwork of photocopy quality and of appropriate size (listed above) to the program coordinator. Exhibit Booth number will be provided for inclusion in advertisement.

The costs for advertising based on an 8 ½” X 11” plain page are:

- \$200.00 for a **full page ad**
- \$100.00 for a **half page ad**
- \$75.00 for a **quarter page ad**
- \$50.00 for an **eighth page ad**

A company sponsoring a featured speaker through the Program Chairperson by:

1) an honorarium and expenses, entitles company to **one exhibitor’s booth free** of charge and **one (1) full page** advertisement. Please list speaker:

2) travel expenses and lodging for a speaker, entitles company to **one (1) full-page** advertisement. Please list speaker:

3) travel expenses only for a speaker, entitles company to a ½ (**one-half**) **page** advertisement. Please list speaker:

Please make a check payable to **2008 MSC-IRA Conference** and send to the address below. Also, please direct any questions you may have about advertisements to:

Debi Porter
Program Coordinator
2008 MSC/IRA Conference Committee
1124 Black Forest Drive
St. Charles, MO 63301

H Ph: 636 - 688 - 6384
W Ph: 636 - 272-2709

email: debiporter@sbcglobal.net