CSLA
Annual Conference & Exhibits

1915 - 2015
CENTENNIAL CELEBRATION
CALIFORNIA SCHOOL LIBRARY ASSOCIATION

February 5 - 8, 2014
Thursday — Sunday

Hyatt Regency San Francisco Airport
1333 Bayshore Hwy., Burlingame, CA 94010

Exhibitor Prospectus

Exhibitor Days
February 5 - 6, 2015
Thursday — Friday
California School Library Association
2015 Annual Conference and Exhibits
February 5 - 8, 2015

Hyatt Regency San Francisco Airport
1333 Bayshore Hwy., Burlingame, CA 94010

Exhibitor Days: February 5 - 6, 2015

About the CSLA Annual Conference and Exhibits

The California School Library Association (CSLA) is pleased to announce the 2015 Annual Conference and Exhibits in Burlingame, California. We anticipate approximately 400 paid conference attendees, as well as additional “exhibits only” attendees. Exhibit dates are February 5 and 6, 2015 (Thursday evening and almost all day Friday, with all exhibit time being conflict-free). Exhibiting during this conference will provide you with access to the qualified buyers and decision-makers in the school library profession.

Top Reasons to Exhibit:

- Exhibit days are compacted again this year, for exhibitor convenience, into just 1½ days, but these provide 8.5 hours of conflict-free exclusive time on Thursday, February 5 and Friday, February 6.
- Opportunity to showcase your products and/or services in one place with current and prospective customers
- Talk with decision-making teacher librarians, school library administrators, and other library workers
- Promotion of your company as an exhibitor on the conference website and in the conference program
- Discounted event registration for you and your staff
- Unlimited FREE “Exhibits Only” passes on Friday for your clients and potential clients
- Opportunity for targeted marketing opportunities in conjunction with CSLA promotions
- All exhibits will be 72" x 30" table tops.
- Opportunity to host Exhibitor Learning Session(s) in a distraction-free environment at the conference
- Spend time with members at the Membership Luncheon Meeting (one complimentary meal per table)
- Email addresses of attendees provided for follow-up after the conference

Please reserve space early, as exhibit spaces are limited.

Additional Advertising Options

CSLA also offers attractive advertising options to exhibitors. Visit http://csla.net/2015-exhibitors/ or contact Susan Pennell at susan.pennell@gmail.com for more information.

The following materials comprise the contract regulations set forth by CSLA for all organizations and their personnel exhibiting at the 2015 CSLA Annual Conference and Exposition. Please read the exhibit terms, conditions, and rules as outlined in this exhibitor prospectus.

2015 Deadline Dates to Remember

| August 8, 2014 | Exhibit Space Early Registration Price Deadline
| September 26, 2014 | Sponsorship 20% Discount Deadline
| November 21, 2014 | Exhibit Space Regular Registration Price Deadline
| December 12, 2014 | Sponsorship 10% Discount Deadline
| December 12, 2014 | Exhibit Space Late Registration Deadline - we cannot add additional tables after this date

Deadline for the Final Program: Exhibitor Description, all artwork, and sponsor logos

Exhibits Location

Hyatt Regency San Francisco Airport
Grand Peninsula Ballroom
1333 Bayshore Highway
Burlingame, CA 94010

Exhibit Hours

Thursday, February 5, 2015
5:30pm – 8:00pm, completely conflict-free time

Friday, February 6, 2015
9:15am - 4:45pm, with break from 11:45am – 1:15pm for Membership General Session (lunch)

Exhibitor Learning Sessions (for presentations, demonstrations or user groups) are available Friday morning and afternoon. These are 30 minute sessions to showcase your product(s). Exhibitors may purchase up to three Learning Sessions (only two of which may be back to back). Internet access, a screen and a projector are included. Conference Sponsors at the $2500 level will receive two complimentary Exhibitor Learning Sessions. Conference Sponsors at the $1500 level will receive one complimentary Exhibitor Learning Session. Additional or Individual Exhibitor Learning Sessions may be purchased at $100 per session.

Exhibit Move-In Hours

Thursday, February 5, 2015
2:00pm – 5:00pm

Exhibit Dismantle Hours

Friday, February 6, 2015
5:00pm - 7:00pm

CSLA encourages conference attendees to visit the exhibit hall by offering:

- Dedicated exhibit hours
- Reception and food in the exhibit hall during Thursday’s Opening Event
- Opportunity Drawings, for which we encourage you to bring one or more items as prizes
Hotel Accommodations

The Hyatt Regency San Francisco Airport Hotel is the host property and CSLA has negotiated a very attractive, discounted room rate of $145.00 single/double to exhibitors and attendees. To make your reservation online, use this link https://resweb.passkey.com/go/CALibrary2015 For phone reservations, call 1-888-421-1442

The deadline for reservations is 1/13/15. Room availability is limited, so please reserve early.

Preliminary Conference at a Glance

Schedule subject to change

Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00am</td>
<td>Meetings and Preconference</td>
</tr>
<tr>
<td>12:00pm</td>
<td>CSLA Workshops</td>
</tr>
<tr>
<td>5:30pm</td>
<td>Exhibits Open</td>
</tr>
</tbody>
</table>

Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:00am</td>
<td>Early Bird Sessions</td>
</tr>
<tr>
<td>8:00am</td>
<td>Opening General Session</td>
</tr>
<tr>
<td>9:15am</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>9:30am</td>
<td>Exhibitor Learning Sessions</td>
</tr>
<tr>
<td>10:15am</td>
<td>Exhibitor Learning Sessions</td>
</tr>
<tr>
<td>11:00am</td>
<td>Exhibitor Learning Sessions</td>
</tr>
<tr>
<td>11:45am</td>
<td>Membership General Session (lunch)</td>
</tr>
<tr>
<td>1:30pm</td>
<td>Exhibit Learning Sessions</td>
</tr>
<tr>
<td>2:15pm</td>
<td>Exhibit Learning Sessions</td>
</tr>
<tr>
<td>3:00pm</td>
<td>Exhibit Learning Sessions</td>
</tr>
<tr>
<td>3:30pm</td>
<td>Exhibit/Opportunity Drawing</td>
</tr>
<tr>
<td>4:45pm</td>
<td>Exhibit Hall Closes</td>
</tr>
<tr>
<td>5:00pm</td>
<td>Late Bird Sessions</td>
</tr>
<tr>
<td>6:30pm</td>
<td>Centennial Celebration Gala</td>
</tr>
<tr>
<td>9:30pm</td>
<td>Unconference</td>
</tr>
</tbody>
</table>

Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00am</td>
<td>Concurrent Sessions 1, 2 &amp; 3</td>
</tr>
<tr>
<td>11:00am</td>
<td>Birds of a Feather Meetings</td>
</tr>
<tr>
<td>12:00pm</td>
<td>Lunch on your own</td>
</tr>
<tr>
<td>2:00pm</td>
<td>Legislative Meeting</td>
</tr>
<tr>
<td>3:00pm</td>
<td>Concurrent Sessions 4 &amp; 5</td>
</tr>
<tr>
<td>6:00pm</td>
<td>Section Meet &amp; Greet</td>
</tr>
<tr>
<td>7:00pm</td>
<td>CYRM &amp; Author Banquet</td>
</tr>
</tbody>
</table>

Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am</td>
<td>Concurrent Sessions 6 &amp; 7</td>
</tr>
<tr>
<td>10:00am</td>
<td>Closing Session &amp; Keynote/Brunch</td>
</tr>
<tr>
<td>12:00pm</td>
<td>CSLA Conference Concludes</td>
</tr>
</tbody>
</table>

Fee Schedule

Wi-Fi, single electrical outlet, and one membership luncheon are included. Additional membership meeting lunches are available at $50 each. Power strips are available from the Hyatt at $22 per day.

Tabletop Contracts Received by August 8, 2014

<table>
<thead>
<tr>
<th>Sponsor Discount</th>
<th>CSLA Sustaining Members</th>
<th>CSLA Commercial Members</th>
<th>Non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td>(20%)</td>
<td>$550</td>
<td>$650</td>
<td>$800</td>
</tr>
<tr>
<td>(30%)</td>
<td>$440</td>
<td>$520</td>
<td>$640</td>
</tr>
</tbody>
</table>

Tabletop Contracts Received by November 21, 2014

<table>
<thead>
<tr>
<th>Sponsor Discount</th>
<th>CSLA Sustaining Members</th>
<th>CSLA Commercial Members</th>
<th>Non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td>(10%)</td>
<td>$700</td>
<td>$800</td>
<td>$950</td>
</tr>
<tr>
<td>(20%)</td>
<td>$630</td>
<td>$720</td>
<td>$855</td>
</tr>
</tbody>
</table>

Tabletop Contracts Received by December 12, 2014

| CSLA Sustaining Members | $850 |
| Commercial Members     | $950 |
| Non-members            | $1,100 |

(Single outlet electrical service – power strips available at $22/day charge from Hyatt AV services.)

Please note that tabletop dimensions are 72” x 30”. We encourage you to order multiple tabletops if you require more space. A white tablecloth and two chairs will be supplied by the Hyatt. The exhibit hall will be in the Grand Peninsula Ballroom, which will be locked when the hall is closed. We suggest that all valuable items are removed at the conclusion of the day as there is not a dedicated security guard for the room. The front entrance doors will be locked, but there are service doors on the side which lead to back hallways and those cannot be locked.
$2,500 Sponsor Opportunities
In appreciation of your sponsorship you will receive:
- A full-page B&W ad in the final Conference Program
- Special recognition on our website with a link to your website
- Public recognition at an event, and recognition signage at the event and in the exhibit area
- Two complimentary tickets for one meal event
- Opportunity to briefly address the audience immediately prior to your sponsored event

If you sign up for sponsorship before August 8, 2014, you will also receive:
- A 20% discount on table(s) rental in exhibit hall
- Two complimentary 30-minute Exhibitor Learning Sessions
- Listing on pre-conference materials and in the monthly CSLA newsletters leading up to and immediately following the conference

Please select one event below:
- Exhibit Hall Opening (Thursday)
- Opening General Session (Friday)
- Membership Meeting Lunch (Friday)
- CYRM Dinner (Saturday)
- Closing Session Brunch (Sunday)

$1,500 Sponsor Opportunities (continued)
If you sign up for sponsorship before August 8, 2014 you will also receive:
- A 20% discount on table(s) rental in exhibit hall
- One complimentary 30-minute Exhibitor Learning Session
- Listing on pre-conference materials and in the monthly CSLA newsletters leading up to and immediately following the conference

Please select one event below:
- Conference Bags
- Special Speaker Expenses Sponsor
- Centennial Celebration Gala (Friday)

$1,000 Sponsor Opportunities
In appreciation of your sponsorship you will receive:
- A quarter-page B&W ad in the final Conference Program
- Special recognition on our website with a link to your website
- Public recognition signage at exhibit area and elsewhere

If you sign up for sponsorship before August 8, 2014 you will also receive:
- A 20% discount on table(s) rental in exhibit hall
- Listing on pre-conference materials and in the monthly CSLA newsletters leading up to and immediately following the conference

Please select one event below:
- Author Expenses
- Name Badge Holders

$2,000 - Official Conference T-shirt Sponsor
Your support will allow us to purchase quality shirts that will last well beyond the conference. Your logo will be placed prominently on the T-shirt.

$1,500 Sponsor Opportunities
In appreciation of your sponsorship you will receive:
- A half-page B&W ad in the final Conference Program
- Special recognition on our website with a link to your website
- Public recognition during the conference, including signage at registration area and your exhibit area
- Two complimentary tickets for one meal event

Have Your Own Sponsorship Idea?
Please call us and we will work with you to create your own sponsor package – designed specifically to meet your needs and to maximize your sponsorship dollars. Our goal is to give you the maximum visibility your sponsorship investment will provide. Please contact Mark Williams, CSLA Exhibitors Co-Chair, directly at (909) 792-7154 or consultant@makaw.net; or Susan Pennell, Exhibitors Co-Chair, directly at (559) 760-2540 or susan.pennell@gmail.com.

Opportunity Drawing & Advertising Options
We will be holding drawings for exhibitor prizes throughout the exhibit time. CSLA appreciates any and all donations and we know the attendees will as well. To gain additional visibility, donate one or more drawing prizes ($25.00 minimum value each).

CSLA also offers attractive advertising options to exhibitors. Visit http://csla.net/2015-exhibitors/ or contact Susan Pennell at susan.pennell@gmail.com for more information.
Thank You to Our 2014 Conference Sponsors and Exhibitors

We would like to acknowledge the commitment of our sponsors, exhibitors, and sustaining members from the 2014 conference. Their investment was integral to the success in San Diego. We look forward to your participation in our Centennial Celebration at the SFO Hyatt – February 5-8, 2015.

* indicates a conference sponsor
■ indicates a CSLA sustaining member

#1 Private Tutor
■ ABDO Publishing
Alexandria/Textbook Tracker
Baker & Taylor
Bearport Publishing
Bound To Stay Bound
Britannica Digital Learning
California Center for the Book/ Cal Humanities
California School Library Foundation
CaliforniaStreaming
California Young Medal Reader
Capstone
Cavendish Square Publishing
Children’s Plus Inc.
The Child’s World
The Creative Company
CUE

Delaney Educational Enterprises
■ Demco Interiors
EBSCO
■ Follett School Solutions
Fujitsu
■ Gale Cengage Learning
Infobase Learning
Insignia Software Corp
Junior Library Guild
L4U Library Software
Lerner Publishing Group
Library World Inc.
Lincoln Library
■ Mackin Educational Resources
Mango Languages
Mason Crest Publishing
Media Flex Inc. - OPALS
■ Mrs. Nelson’s Library Services
OverDrive
■ Perma-Bound Books
ProQuest
Rainbow Books
Reference Point
■ Reflections Publishing
Rosen Publishing
Ross McDonald Co., Inc.
Rourke Publishing
Salem Press
San José State University / SLIS
Scholastic Book Fairs
Scholastic Library Publishing
Sharpe Reference
Stoneware, a Lenovo Company
TeachingBooks.net
World Book, Inc.
Exhibitor Terms, Conditions, Rules, and Regulations

Contract for Space
The “Application and Contract” must be completed in its entirety and accompanied by full payment of the total fee for the number of tables requested. No applications will be processed or space assigned without both the contract and payment being received. The signed “Application and Contract” and subsequent notice of assignment constitute a contract between CSLA and the exhibitor. Any point not specifically covered in these regulations is subject to the decision of CSLA, whose decision shall be final.

Space Assignment
Assignments of tabletop space are based on the time and date that a signed and paid contract is received and solely at the discretion of CSLA. CSLA will give priority to members and sponsors for tabletop assignment. Although every effort will be made to assigning spaces requested, CSLA reserves the right to make assignments that in its opinion may be necessary for the general good of both exhibitors and the conference. CSLA reserves the right to relocate/reassign tabletops at any time for the overall benefit of the conference. All such decisions are final.

Exhibiting Members
Exhibitors who are members receive a discount on their investment. In addition, members will also receive a free link to their company’s website on the CSLA conference website pages at www.csla.net.

Subletting Tabletop Space
Exhibitor may not assign, sublet, or apportion all or any part of exhibitor’s contracted tabletop space, nor may exhibitor permit the display, promotion, sales or marketing of non-exhibitor products or services on its tabletop. Failure to adhere to these regulations may result in the exhibit being removed at exhibitor’s expense. Exhibitor hereby waives any claim to a refund of the exhibit space or other damages arising out of such termination and/or exhibit removal.

Cancellation, Reduction, or Unclaimed Space
Should an exhibitor need to cancel or reduce a space reservation, written notice of the cancellation/reduction is required. Cancellations or reductions deadlines:

- On or before August 4, 2014—50% refund.
- August 5 – October 3, 2014—25% refund.
- After October 3, 2014—no refunds.

Any space not claimed or occupied by 5:00pm Thursday, February 5, 2015, may be reassigned without refund.

Use of Exhibit Space During Exhibit Hours
Exhibitors shall reflect their highest standard of professionalism while maintaining the exhibit space during exhibit hours. All demonstrations and exhibits must be confined to the contracted space as outlined in the exhibit specifications. Space is leased under the definite pledge that an exhibit germane to the profession and of interest or educational value to the trade will be presented. The use of strolling entertainment or personnel is prohibited. Distribution of samples/souvenirs is permitted only from the contracted exhibit space. Exhibitors are prohibited from using loud audio. Loudspeakers or the operation of machinery that is of sufficient sound volume to be annoying to neighboring exhibitors or guests will not be permitted.

Special equipment needs must have prior approval by CSLA. No exhibit will be permitted that interferes with the use of other exhibiting firms or impedes access to them or impedes the free use of the aisles. Display equipment may not be placed or displayed outside exhibitor’s exhibit space unless approved in writing by CSLA. Exhibits must be supervised at all times, unless expressly approved otherwise by CSLA. In the event exhibitor plays recorded music at the space that is the subject of this contract, exhibitor warrants that it shall obtain appropriate licenses and have the authority to use such copyrighted music and that exhibitor shall comply with all terms and conditions of said licenses. Exhibitor agrees not to have any live musical performance in its exhibit space. Exhibitor agrees to defend, indemnify, save, and hold harmless CSLA from any claims brought against CSLA alleging a breach of the warranties made in this paragraph.

Non-exhibiting companies may not display or advertise their products or services in any exhibit area or elsewhere in the conference facility, or official conference hotel, when, in the judgment of CSLA, such products are competitive to the products of exhibiting firms. Exhibitors are requested to inform CSLA of their knowledge of any such solicitation activity.

Use of live animals is prohibited on the exhibit floor.

Installation and Dismantling
Exhibitors are responsible for drayage, decorating, setting up, and dismantling of tabletop displays. A tablecloth, two chairs, and a trash can will be supplied by the Hyatt Regency San Francisco Airport Hotel. Please refer to the schedule on page 2 for set-up hours, dismantling stipulations, and exhibit hours. Storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up operation, all related equipment, trash, etc., must be removed from the premises no later than February 6, 2015 at 7:00 pm.

Exhibitors must bring all items to exhibit with them. No shipping will be accepted at the hotel due to limited storage space on the grounds.
Installation and Dismantling (cont.)

The Hyatt Renaissance has limited storage capacity for items shipped ahead, and cannot guarantee timely delivery to the exhibit hall. **Drayage is the responsibility of the exhibitor at their expense, not CSLA or the Hyatt.** Below are two drayage companies who are familiar with the Hyatt and can guarantee timely delivery of items shipped ahead and held:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curtin Convention &amp; Expositions Services</td>
<td>3130 20th Street</td>
<td>(415) 883-7818</td>
</tr>
<tr>
<td></td>
<td>San Francisco, CA</td>
<td></td>
</tr>
<tr>
<td>Freeman</td>
<td>105 Park Lane</td>
<td>(415) 330-6200</td>
</tr>
<tr>
<td></td>
<td>Brisbane, CA 94405</td>
<td></td>
</tr>
</tbody>
</table>

Exhibitors are encouraged to contact the company of their choice for contract rates and delivery scheduling.

Exhibits may not be dismantled prior to the conclusion of the exhibit time at 4:45pm on Friday, February 6, 2015. All exhibits must be dismantled and exhibitors must vacate the exhibit floor by 7:00pm on Friday, Feb. 6, 2015. Please note that early dismantling could jeopardize your exhibit placement for future conferences.

Exhibitor Learning Sessions

Exhibitors that purchase a 30 minute session in a breakout room agree to abide by the time limitations by setting up and breaking down within five minutes prior to and after the time allotted. Exhibitors may purchase up to three Learning Sessions (only two of which may be back to back). The following time slots are available for booking: 9:30 to 10 am, 10:15 to 10:45 am, 11 to 11:30 am, 1:30 to 2 pm, 2:15 to 2:45 pm, 3 to 3:30 pm. Internet access, a screen, and a projector will be provided, but exhibitor must bring own computer and adapters as needed. Exhibitor must provide learning session information to the Exhibits co-chairs no later than December 12, 2014, including the title and short description of the presentation, demonstration, or user group meeting.

Badges and Registration

All exhibitors must register and obtain exhibitor badges at the exhibitor registration desk prior to entering the exhibit area. No registration fees are required of exhibitors aside from tabletop fees. Exhibitors may register (for a separate fee) to attend the conference portion of the program (general and concurrent sessions, meal functions). Exhibitors, representatives, or their guests may not attend presentations done by other commercial exhibitors except at the personal invitation of the presenter. **For each tabletop space purchased, the exhibiting company receives two (2) personnel badges (to staff the table) and two (2) tickets for the opening reception refreshments Thursday night and one (1) lunch ticket on Friday. Additional badges and lunch tickets can be purchased.**

Show Management Authority

CSLA reserves the right to interpret, amend, and enforce the terms, conditions, rules, and regulations at its sole discretion. Each exhibitor, for itself, its agents, and employees, agrees to abide by the terms set forth in this exhibitor prospectus or by any amendment thereto or interpretation thereof. CSLA reserves the right to refuse to sell space, to exclude, or restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit that in the judgment of CSLA is detrimental to or detracts from the general order of the exhibits.

At any time and for any reason, CSLA may, at its sole discretion and without prior notice, rescind and cancel any contract, arrangement or agreement with any exhibitor, or any other person concerning exhibit space or attendance at the conference or both, upon refund of monies received from the exhibitor or person. This applies to persons advertising or soliciting, or anything of similar nature. Failure to comply with any of the regulations as outlined in this prospectus will grant CSLA the right to remove the company from the exposition without recourse for any reason, including but not limited to, loss of sales, damages, or disparagement.

All exhibitors and other persons expressly agree to waive any rights to damages or other forms of relief related to such decision and cancellation by CSLA as consideration for the conditional privilege to exhibit at, and/or attend, the conference.

Unauthorized Social Events, Marketing Events, Focus Groups

Exhibitor agrees that it will not conduct any marketing, social, or other functions during the official daily hours of the CSLA Conference and Exposition without the express written consent of CSLA. In order to coordinate the scheduling of special functions, any exhibitor/company interested in planning an event during the conference should submit a written request to the conference Chair by January 15, 2015. All functions are subject to approval by CSLA.

Liability Insurance

Exhibitor agrees to protect and hold CSLA and the facility forever harmless from any damages or charges for violation of any law or ordinance, as well as to comply strictly with applicable terms and conditions contained in the agreement between CSLA and the facility. The exhibitor will at all times protect and keep harmless CSLA and the facility from all loss, cost, or liability arising from or by reason of the exhibitor’s occupancy and use of the exhibit premises or a part thereof. Neither CSLA, the facility, any officers/directors, nor staff members will be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for material shipped to the exhibit site. No responsibility is assumed for material left to be picked up by the exhibitor or other agent(s) of the exhibiting company after the close of the exhibit. All exhibit materials must conform with local fire regulations.
Exhibitor Terms, Conditions, Rules, and Regulations

**Liability Insurance (cont.)**

The exhibitor, their agents, employees, contractors, or invitees agree to indemnify, protect, save, and hold harmless CSLA and the facility, its agents, employees, or contractors from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses, of whatsoever kind and nature, arising due to negligence during exhibitor’s participation in the exposition during the installation, show, or dismantling period.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt (HYATT REGENCY SAN FRANCISCO AIRPORT), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt (HYATT REGENCY SAN FRANCISCO AIRPORT), its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

Damage to inadequately-packed property is the exhibitor’s own responsibility, and CSLA will not be liable for any such damage.

The cost of repair or replacement due to damage to the facility housing the exposition caused or done by the exhibitor shall be the responsibility of the exhibitor causing such damage. Exhibitor shall assume all risks, costs and expenses arising from the use of patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights used during or incorporated during the conduct of its activities in the CSLA Annual Conference and Exhibits, and agrees to protect, indemnify, defend, and hold CSLA, facility, and their employees and agents harmless from all damages, costs, and expenses in law or equity for or on account of any infringement or alleged infringement of the intellectual or intangible property rights of any person (including without limitation patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights furnished to or used by exhibitor in connection with its activities in the CSLA Annual Conference and Exhibits), including the costs and expenses of defending any such action even if it is groundless or fraudulent.

**Security**

The exhibit hall will be in the Grand Peninsula Ballroom, which will be locked when the hall is closed. It is recommended that all valuable items are removed at the conclusion of the day as there is not a dedicated security guard for the room. The front entrance doors will be locked, but there are service doors on the side which lead to back hallways and those cannot be locked.
## Sponsorship Form

**California School Library Association**

### Annual Conference & Exhibition
February 5-8, 2015 | SFO Hyatt

### Contact Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zip+4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

### Payment Information (select one)

- [ ] MasterCard
- [ ] Visa
- [ ] AmEx
- [ ] Discover
- [ ] Check (payable CSLA)

#### Total Amount

________

#### Credit Card #

________

#### V Code

________

#### Expiration Date

________

#### Billing Address

________

#### State

________

#### City

________

#### Zip

________

#### Telephone

________

#### Name on Card

________

#### Cardholder

________

#### Signature

________

### Liability

No allowance will be made for errors that do not materially affect the value of the exhibit/sponsorship. CSLA’s liability for an error shall not exceed the cost of the exhibit/sponsorship fees.

### Sponsorship Section

Please reserve the following sponsorship opportunities. Check all boxes that apply. See details on page 5.

- [ ] $2,500 Sponsor Opportunities
  - **Sponsorship Events (Select one event below)**
    - Exhibit Hall Opening (Thursday)
    - Opening General Session (Friday)
    - Membership Meeting Lunch (Friday)
    - CYRM Dinner (Saturday)
    - Closing Session Brunch (Sunday)

- [ ] $2,000 - Official Conference T-shirt Sponsor

- [ ] $1,500 Sponsor Opportunities
  - **Sponsorship (Select one event below)**
    - Conference Bags
    - Special Speaker Expenses
    - Centennial Celebration Gala (Friday)

- [ ] $1,000 Sponsor Opportunities
  - **Sponsorship (Select one event below)**
    - Author Expenses
    - Name Badge Holders

### Have Your Own Sponsorship Idea?

Please call us and we will work with you to create your own sponsor package – designed specifically to meet your needs and to maximize your sponsorship dollars. Our goal is to give you the maximum visibility your sponsorship investment will provide. Please contact Mark Williams, directly at (909) 792-7154 or consultant@makaw.net; or Susan Pennell, directly at (559) 760-2540 or susan.pennell@gmail.com

### Sponsorship Terms Agreement

By signing below, sponsor agrees to submit payment in advance of the Conference and **no later than November 21, 2014**. In addition, sponsor agrees that any fees that are not included with the sponsor value as outlined in the sponsorship opportunities (e.g., printing, design, etc.) will be due and payable by the sponsor. For electronic submissions, acceptance of the waiver statement serves as an electronic signature.

### Mail or Fax application and payment to:

**CSLA 2015 Conference & Exposition**
6444 E. Spring Street #237
Long Beach, CA 90815-1553
**Voice & Fax Phone** (toll-free): 888-655-8480

For questions contact: **Mark Williams** (909) 792-7154 direct line; consultant@makaw.net

### Registration can also be done online:

Check [http://csla.net/2015-exhibitors/](http://csla.net/2015-exhibitors/) on the CSLA website ([csla.net](http://csla.net))

Online registration is preferred.
### Tabletop Application & Contract

**California School Library Association**

**Annual Conference & Exhibition**
February 5 - 8, 2015 | SFO Hyatt

---

**1. Send Confirmation To**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip+4</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
</table>

**2. Listing in the Program**

<table>
<thead>
<tr>
<th>Company/Organization Representative's Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Phone</th>
<th>Fax</th>
<th>800 Number</th>
<th>Web</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
</table>

**3. Name and Email Addresses of Tabletop Personnel**

Two (2) complimentary badges for a tabletop exhibit. Details on page 7.

1.

2.

**4. Will You Be Selling at Your Tabletop?**

- [ ] Yes  
- [ ] No  
- Reseller’s Permit #

*If “Yes”, you must include your California Reseller’s Permit Number. You can only sell in the exhibit rooms with a California Reseller’s Permit. Out-of-State permits are not valid.*

**5. Power Strips**

One electrical outlet is provided. Power Strips are available for $22 each.

- [ ] Yes, please provide ________ power strip(s) at $22 each
- [ ] No, power strips will not be needed

---

**6. Tabletop Space Selection**

Based upon the exhibit floor plan provided, please reserve the following 72” x 30” tabletop(s). Tabletops include free Wi-Fi, single electrical outlet, one membership luncheon, a tablecloth, two chairs, and a trash can. Space(s) will be assigned on a first-come, first-served basis with full payment. Members and sponsors will be given priority.

**Tabletop Space Preferences**

1st Choice [ ] 2nd Choice [ ] 3rd Choice [ ]

Please DO assign us a table near

Please DO NOT assign us a table near

**7. Fee Schedule**

Please Note: Sponsors applying by **August 8, 2014** receive a 20% discount on table rates and complimentary use of the Exhibit Learning Session room as specified on page 3. Those applying by November 21 receive a 10% discount on table rates.

**Fee Schedule**

**Tabletop Contracts Received by August 8, 2014**

<table>
<thead>
<tr>
<th>Sponsor Discount (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSLA Sustaining Members</td>
</tr>
<tr>
<td>CSLA Commercial Members</td>
</tr>
<tr>
<td>Non-members</td>
</tr>
</tbody>
</table>

**Tabletop Contracts Received by November 21, 2014**

<table>
<thead>
<tr>
<th>Sponsor Discount (10%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSLA Sustaining Members</td>
</tr>
<tr>
<td>CSLA Commercial Members</td>
</tr>
<tr>
<td>Non-members</td>
</tr>
</tbody>
</table>

---

Continued on next page
### 8. Cancellation, Reduction, or Unclaimed Space

Should an exhibitor need to cancel or reduce a space reservation, written notice of the cancellation/reduction is required. Cancellations or reductions deadlines:

- On or before August 8, 2014—50% refund.
- August 9 – November 21, 2014—25% refund.
- After November 21, 2014—no refunds.

Any space not claimed or occupied by 5:00pm Thursday, February 5, 2015, may be reassigned without refund.

**Additional items:**

- All exhibitors are encouraged to provide prizes for the donation drawings that will be held throughout the conference; exhibitors should be prepared to send a representative to participate in the closing activities drawings at 3:30pm on Friday to present the prize to the lucky winner.

- Three breakout rooms have been set aside for 30-minute **Exhibitor Learning Sessions** (for presentations, demonstrations, or user groups). **Limited availability, first-come, first-served:** $100 per session. Exhibitors may purchase up to three Learning Sessions (only two of which may be back to back). Includes Internet access, screen, and projector. Exhibitors must bring their own laptop computers. Contact Mark Williams (contact information below) to choose your Exhibitor Learning Session time(s).

- Additional exhibitor personnel passes $25 each (two complimentary with each table)

- **Event tickets:** Additional Friday CSLA Membership Lunch $50 (one is included per table), CYRM & Author’s Banquet $85, Sunday Brunch / Keynote $55.

- Need to join CSLA or renew your membership? To join visit [this link](#). To renew, [first login at this link](#) then select My Membership from the "What would you like to do?" menu.

---

### Tabletop Application & Contract

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabletop</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Apply sponsorship discount</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitor Learning Sessions</td>
<td></td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Additional exhibitor personnel passes</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>Additional Friday CSLA Membership Lunch</td>
<td></td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>CYRM and Author Banquet</td>
<td></td>
<td>$85</td>
<td></td>
</tr>
<tr>
<td>Sunday Brunch and Closing Keynote</td>
<td></td>
<td>$55</td>
<td></td>
</tr>
<tr>
<td>Power Strips</td>
<td></td>
<td>$22</td>
<td></td>
</tr>
<tr>
<td><strong>Total Due $</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 9. Payment Selection (select one)

- [ ] MasterCard
- [ ] Visa
- [ ] AmEx
- [ ] Discover
- [ ] Check (payable CSLA)

Credit Card #
V Code
Expiration Date
Credit Card Billing Address
City
State Zip
Name on Card
Cardholder Signature

---

### 10. Terms of Agreement

I have read and understand the terms, conditions, rules, and regulations as outlined in the CSLA Exhibitor Prospectus, which are hereby incorporated into this agreement, and agree to exhibit on the basis set forth in these documents.

Authorized Signature

Date

Print or Type your name

---

**Mail or Fax application and payment to:**

CSLA 2015 Conference & Exposition  
6444 E. Spring Street #237  
Long Beach, CA 90815-1553  
Voice & Fax Phone (toll-free): 888-655-8480

For questions contact: Mark Williams (909) 792-7154
direct line; [consultant@makaw.net](mailto:consultant@makaw.net)

Registration can also be done online:
Check [http://csla.net/2015-exhibitors/](http://csla.net/2015-exhibitors/) on the CSLA website (csla.net) Online registration is preferred.