



National Headquarters  
4156 Library Road  
Suite 1  
Pittsburgh, Pennsylvania 15234  
PHONE 412-341-1515  
FAX 412-344-0224  
E-MAIL [info@LDAAmerica.org](mailto:info@LDAAmerica.org)

Dear Exhibitor/Advertiser,

July 2009

On behalf of the Learning Disabilities Association of America, I would like to thank those of you who participated in our successful 2009 International Conference in Salt Lake City and who continue to support the conference *and* our Association. The LDA International Conference is the most influential conference on learning disabilities and related topics.

To those of you who were in attendance last year, the comments regarding the presenters, exhibits and accommodations were extremely helpful. The exhibits are an important aspect of our conference, and each year our attendees look forward to browsing through the exhibit hall. **We have listened to you and have restructured parts of the conference schedule in order to increase the times dedicated strictly for exhibits.**

Please mark the dates **February 17-20, 2010** on your calendar, where we will be at **The Baltimore Marriott Waterfront hotel in Baltimore, Maryland**. The conference and all activities will be in the hotel. Attendees include educators, school administrators, adults with learning disabilities, professionals in the field of LD, and parents. Our conference is the perfect place to publicize your books, software, classroom aids, and educational facilities.

**Exhibit Opportunities:** Several of you already reserved exhibit space in Salt Lake City. Enclosed is a floor plan showing those booths still available. Exhibit space is \$1,200 for corner booths and \$1,000 for all other booths. That fee includes a draped 8 x 10 booth, draped 6 foot table, 2 side chairs, a wastebasket, and a sign, along with 3 complimentary badges which will allow you to attend conference sessions. The exhibit hall will be in one of the hotel ballrooms and is fully carpeted. As always, you are permitted to sell from your booth. To reserve a booth, please make your selection and return the contract to the Pittsburgh address noted above.

**Sponsorship Opportunities:** One excellent chance at attracting conference attendees to the Exhibit Hall is through a sponsored function. We were fortunate to have had a number of sponsors/co-sponsors in Salt Lake City, and would again like to offer these options in Baltimore. Sponsors will have their name highlighted in conference publicity (programs, daily bulletin), a general "thank you" page in the post-conference issue of *Newsbriefs*, plus announcements throughout the conference, where appropriate. See enclosed for further information.

**Advertising Opportunities:** What better way to reach out to teachers, school psychologists, school nurses, counselors, other professionals and parents than through placing an ad? In an effort to become more efficient and electronically driven, we are restructuring the advance registration booklet by condensing it to make it more user-friendly. Along with the print version, we will be driving people to our website where they can view the entire booklet online. You as an advertiser will be given more exposure via the web!

**As an added incentive**, many vendors last year benefited from discounted rates by choosing to participate in more than one conference option. Take advantage of this today! Please note that **exhibiting and advertising rates did not increase** this year.

Once again, thank you for your continued support. If you have any questions regarding the enclosed material, please let me know. I look forward to seeing you in Baltimore in February!

Sincerely,

A handwritten signature in cursive script that reads 'Mary-Clare Reynolds'.

Mary-Clare Reynolds  
Director of Conferences and Special Projects  
[mcreynolds@LDAAmerica.org](mailto:mcreynolds@LDAAmerica.org)

[www.LDAAmerica.org](http://www.LDAAmerica.org)



4156 Library Road  
Pittsburgh, PA 15234  
(412) 341-1515  
www.LDAmerica.org

LDA 47th Annual International Conference

February 17-20, 2010

All activities will take place at:

*The Baltimore Marriott Waterfront  
700 Aliceanna Street  
Baltimore, MD 21202  
(410) 385-3000*



ALL questions may be directed to: Mary-Clare Reynolds, LDA Director of Conferences and Special Projects  
(412) 341-1515, ext. 206 or via email: [mcreynolds@LDAmerica.org](mailto:mcreynolds@LDAmerica.org)

**Exhibiting, Advertising and  
Sponsorship Opportunities**

# LDA in Baltimore



February 17-20, 2010

The largest national meeting of  
learning disability educators, school  
administrators, researchers, other  
professionals and parents



## Advertising Opportunities

Publications:	<u>Advance Booklet</u>	<u>Final Program</u>	<u>Both</u>
<b>FULL page</b> (7.5x10)	\$1,650.00 ___	\$1,200.00 ___	\$2,400.00 ___
<b>HALF page</b>			
Horizontal (7.5x5)	\$1,090.00 ___	\$835.00 ___	\$1,570.00 ___
Vertical (3.5x10)	\$1,090.00 ___	\$835.00 ___	\$1,570.00 ___
<b>QUARTER page</b>			
Vertical (3.5x5)	\$960.00 ___	\$715.00 ___	\$1,440.00 ___
<b>COPY DEADLINE</b>	<b>July 15, 2009</b>	<b>December 15, 2009</b>	
<b>DISTRIBUTION</b>	<b>September 2009</b>	<b>February 2010</b>	

Copy is to be supplied print optimized PDF's (email to [mcreynolds@LDAamerica.org](mailto:mcreynolds@LDAamerica.org)), and payment for the ads must be sent with the reservation. Ads printed in black and white. LDA reserves the right to refuse any advertisement which is not consistent with the Association's standards.

## Sponsorship Opportunities

Sponsorship is a mutually beneficial experience for LDA and the sponsor. For the sponsor, special recognition will be included on conference signage, in the Final Conference program, on the LDA website, podium acknowledgements, and in the membership newsletter *Newsbriefs*. Opportunities include:

General Session Wednesday, Thursday, Friday	\$3,000.00 ___	Topical Workshop Medical, Mental Health, Early Childhood	\$5,000.00 ___
Exhibit Hall Grand Opening Wednesday Continental breakfast	\$7,000.00 ___	Table Talk for Teachers Co-sponsor (2 available)	\$2,000.00 ___
Exhibit Hall Coffee Break Thursday or Friday mornings	\$5,000.00 ___	Awards Banquet Co-Sponsor Friday evening (5 available)	\$2,000.00 ___
Exhibit Hall Refreshment Break Wednesday or Thursday afternoons	\$4,000.00 ___	Cyber Café Wednesday through Friday—in exhibit hall	\$7,000.00 ___

===== Method of payment:  
 COMPANY \_\_\_\_\_  check  Visa  Master Card  
 CONTACT PERSON \_\_\_\_\_ Account number \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ Exp. Date \_\_\_\_\_ CW2/CV2 \_\_\_\_\_  
 (3-digit number imprinted on the signature panel)  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ Signature \_\_\_\_\_  
 PHONE \_\_\_\_\_ TOTAL enclosed \$ \_\_\_\_\_  
 EMAIL \_\_\_\_\_

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# NEW

### ADDED INCENTIVES:

- If you will be:  
Advertising and exhibiting,  
please take 10% off both  
fees
- Sponsoring and exhibiting  
OR advertising, please take  
15% off exhibit or ad fee
- Sponsoring, exhibiting AND  
advertising, please take 20%  
off the exhibit fee and adver-  
tising fee

## Exhibit Opportunities

We asked . . . You responded . . . We listened . . .

The exhibits are an important aspect of our conference, and each year our attendees look forward to browsing through the exhibit hall. We have restructured parts of the conference schedule to allow times dedicated strictly for exhibits. The Baltimore Marriott Waterfront hotel in Baltimore will be the setting for the LDA 47th Annual International Conference. All conference activities will take place in the hotel.

### Exhibitor schedule

#### Set up:

Tuesday, February 16th 4:00 PM—8:00 PM

#### Exhibiting hours:

Wednesday, February 17th 9:45 AM—5:00 PM  
(Welcome reception / Continental Breakfast 9:45 AM)

Thursday, February 18th 9:45 AM—5:00 PM

Friday, February 19th 9:45 AM—3:00 PM

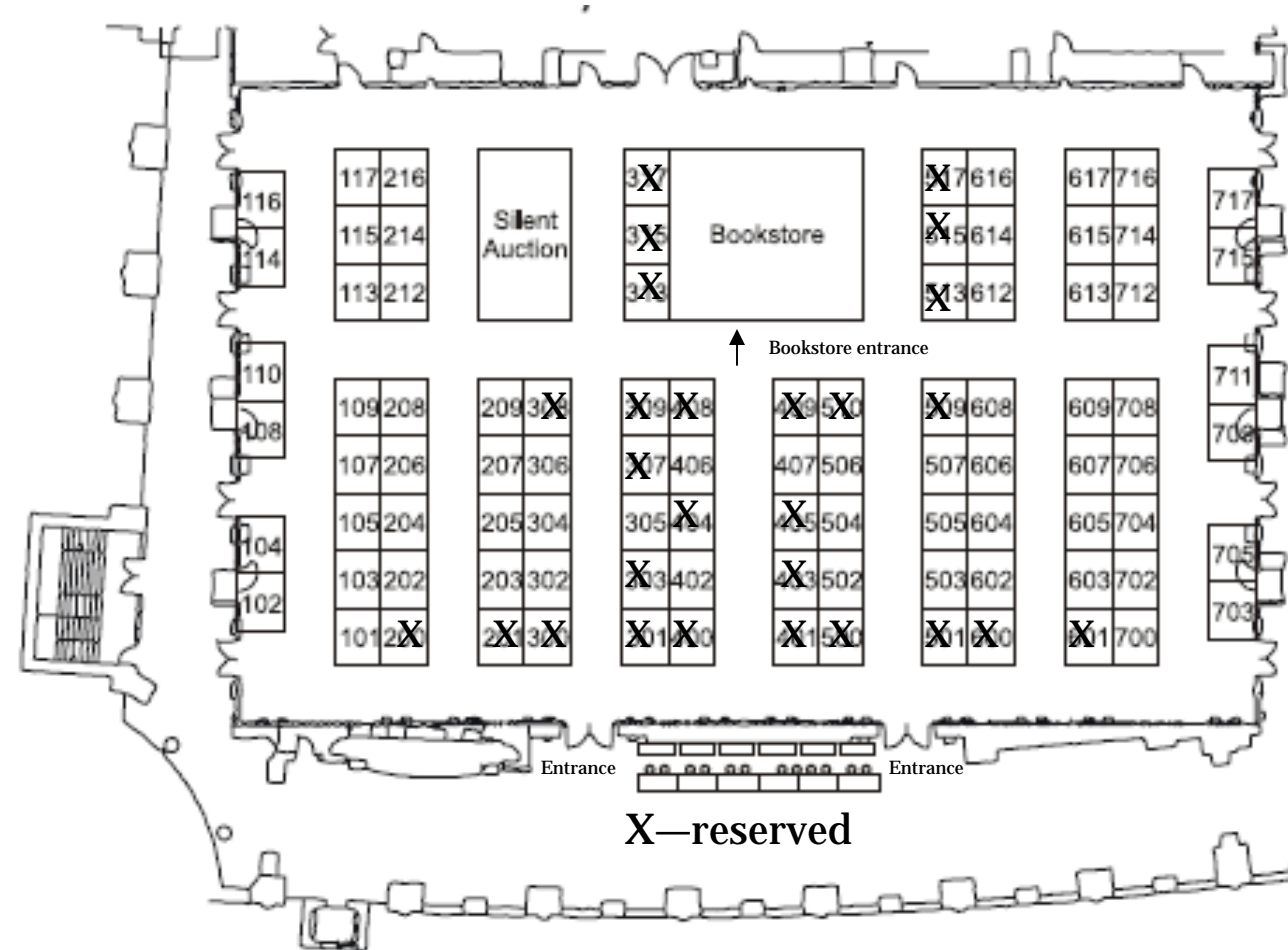
#### Tear down:

Friday, February 19th 3:00 PM—6:00 PM

### Dedicated exhibiting hours:

Wednesday:	Thursday:
9:45 AM—11:00 AM	9:30 AM—10:15 AM
12:30 PM—1:30 PM	12:30 PM—1:45 PM
4:00 PM—4:30 PM	3:00 PM—3:30 PM
Friday:	
9:30 AM—10:30 AM	
12:00 PM—1:30 PM	

Please select from available booths, indicated below, fill out the enclosed Exhibitor Agreement, and return



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**Exhibitor Agreement**  
47<sup>th</sup> ANNUAL INTERNATIONAL CONFERENCE  
BALTIMORE MARRIOTT WATERFRONT, BALTIMORE, MD

The Learning Disabilities Association of America (hereinafter referred to as Management) is hereby authorized to reserve space for the use of \_\_\_\_\_ (Name of Exhibitor) in the exhibit area of the Learning Disabilities Association of America Conference to be held February 17-20, 2010.

**RENTAL POLICY**

1. The undersigned agrees to pay 100% of the rental fee WITH THIS APPLICATION. Make checks payable to: LDA 2010 International Conference, and mail with application to LDA 2010 International Conference, 4156 Library Rd., Pittsburgh, PA 15234.
2. No cancellation of this contract will be accepted or refund made.
3. No exhibitor may assign, sublet the whole or any part of the space allotted, nor exhibit herein any goods other than those manufactured or handled by the exhibitor in the regular course of his business.
4. Exhibitors may sell merchandise during the conference. Exhibitors may take orders for merchandise to be shipped following the conference.
5. Management reserves the right to refuse rental of booth to any exhibitor whose product or program, in the sole opinion of Management, is misleading, deceptive, in poor taste, or not in keeping with the general character of the Conference or the Exhibition.
6. Refer to reverse side of contract for installation and exhibit hours.

**RULES AND REGULATIONS**

The undersigned agrees to abide by all policy rules, requirements, restrictions and regulations as set forth in this agreement (see reverse side) as may be especially designated by Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due Management under terms of this agreement.

**EXHIBITS**

1. Standard 8' x 10" booths consisting of backwalls of 8' high and side dividers 36" high and ONE 6' DRAPED TABLE, AND TWO SIDE CHAIRS WILL BE PROVIDED BY THE CONFERENCE MANAGEMENT. THE EXHIBIT HALL IS FULLY CARPETED.
2. Principal products to be displayed \_\_\_\_\_
3. Preferred booth location (indicate booth numbers): 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_
4. List any probable Exhibitor(s) you wish to be near: \_\_\_\_\_
5. List any probable Exhibitor(s) you do **not** wish to be near: \_\_\_\_\_
6. List the names of your exhibit representatives: (MAXIMUM 3 PER BOOTH, WITH ALL HAVING ACCESS TO CONFERENCE SESSIONS)  
\_\_\_\_\_

7. Rental fee: \$1,200.00 per corner booth \_\_\_\_; \$1,000.00 per inside booth \_\_\_\_

Total number of booths requested: \_\_\_\_\_ Total enclosed: \_\_\_\_\_ Account number: \_\_\_\_\_

Method of payment: Check \_\_\_ Visa \_\_\_ Master Card \_\_\_ Discover \_\_\_ \_\_\_\_\_

exp. date \_\_\_\_\_ CW2/CV2 \_\_\_\_\_  
(3-digit number imprinted on the signature panel of MC and Visa cards.)

**Exhibit sign:** A standard 9" x 44" identification sign, showing the exhibitor's firm name, city, state and booth number will be provided at no charge to the exhibitor when ordered 30 days in advance of the Conference.

**Exhibit sign should read:** COMPANY: \_\_\_\_\_ CITY, STATE: \_\_\_\_\_

Exhibitor: FIRM NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_ E-MAIL: \_\_\_\_\_

\_\_\_\_\_ (Date) \_\_\_\_\_ (Signature)

## **RULES AND REGULATIONS FOR EXHIBITORS**

### **INSTALLATION, OPENING AND CLOSING OF EXHIBITS**

The exhibit area shall be available for installing displays on Tuesday, February 16<sup>th</sup>. Exhibits open Wednesday, February 17th at 9:45 AM. Each exhibitor agrees not to dismantle his booth or do any packing before the official final closing hour, which is Friday, February 19th at 3:00 PM.

Wednesday, February 17th . . . . .	9:45 AM–5:00 PM
Thursday, February 18th . . . . .	9:45 AM–5:00 PM
Friday, February 19th . . . . .	9:45 AM–3:00 PM

### **SERVICES**

The official decorating company will provide "Services and Equipment Form for Exhibitors." All arrangements for materials and labor will be made directly with the decorating company.

In accordance with the decorating company, all work in connection with exhibit erection or dismantle is to be performed by Union Personnel carrying the appropriate union card. Carpenters, painters, plumbers and other skilled labor, as well as common labor or porters can be arranged by the decorating company at established rates. Arrangements should be made in advance with the decorating company.

SIMPLIFIED "IN AND OUT" MOVEMENT of all shipments, therefore, is necessary. In order to obtain the lowest possible costs, consistent with quality performance, LDA has entered into an exclusive contract with Pacific Exposition Decorating Company.

**IMPORTANT:** No freight or truck shipment will be accepted by the Hotel.

Shipping Address: **ADDRESS INFORMATION WILL FOLLOW IN EXHIBITOR SERVICE MANUAL**

### **CHARACTER OF EXHIBITS**

Exhibitors are prohibited from the use of amplifying equipment or lighting which is distracting to adjacent exhibitors. Exhibitors are prohibited from the use of costumed mannequins whose appearance in the sole judgment of the Conference Committee is offensive or in poor taste. All activity, including distribution of samples, souvenirs, pamphlets, or papers must be confined to the booth space rented.

### **EXHIBIT PERSONNEL**

Each exhibit must be manned by an attendant during the listed open hours of the exhibit. For the proper identification of exhibitor personnel, a badge will be issued for each attendant listed on the Application for Exhibit Space form, prepared and signed by an authorized representative of the exhibitor. Management will honor additions to this list only upon written request by an authorized representative on company stationery. Badges are not transferable. Management reserves the right to recall badges used by unauthorized persons.

### **LIABILITY**

By acceptance of exhibit space, exhibitor agrees that neither he nor his employees shall deface, mar, or otherwise injure the exhibit premises. Nothing shall be pasted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or furniture. Any damage resulting from actions from the exhibitor or his employees shall be made good by the exhibitor. Exhibitor agrees to protect, save, and keep the Learning Disabilities Association of America and The Baltimore Marriott Waterfront forever harmless from any negligence of the exhibitor or those holding under the exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Learning Disabilities Association of America and The Baltimore Marriott Waterfront regarding the exhibition premises, and further, exhibitor shall at all times, protect, indemnify, save, and keep harmless the Learning Disabilities Association of America and The Baltimore Marriott Waterfront from any and all loss, cost, damage, liability or expenses arising from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or any part thereof. Exhibitors must comply with all local fire and safety regulations and must exercise all care to avoid hazardous conditions of any kind in the display area.

### **RIGHT OF MANAGEMENT**

Management reserves the right to rearrange floor plan or relocate booths.

### **INSURANCE**

All exhibitors are responsible at their own expense for property loss or damage or liability for personal injury.

### **SECURITY**

Guards shall be furnished by the Conference Management to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor.

### **CANCELLATION OF CONFERENCE**

Should the scheduled opening of the Learning Disabilities Association of America 2010 Conference be prevented or postponed by an emergency such as strikes, destruction or damage of the exhibit premises, act of God, declaration of war by the President, or the like, the exhibitor expressly agrees that the Conference Management may retain as much of the monies paid for rental of exhibit space as may be necessary to cover the expenses incurred up to the time of the emergency.

### **VIOLATIONS**

Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy space and such exhibitor will forfeit to Management all monies which may have been paid. Upon violation of any of these regulations on the part of the exhibitor, his employees or agents, Management is given the right to terminate the right to occupy space and Management may re-enter and take possession of the space and remove all persons and goods at the exhibitor's expense and risk, and exhibitor shall pay all of such expense and all damages which Management may incur and forfeit all monies paid or due Management on account thereof. Exhibitor expressly waives the service of written note to re-enter and terminate.