

AERA 2013 ANNUAL MEETING EXHIBIT SPACE • RULES AND REGULATIONS

PAYMENT AND CANCELLATION: For applications submitted before November 16, 2012, one half (50%) of the total amount due must accompany the application. Failure to remit the balance of booth rental by the due date constitutes cancellation of contract, and the reserved space will be subject to resale without refund of deposit. For applications submitted on or after November 16, 2012, 100% of the total amount due must accompany the application. If an exhibitor notifies AERA of intent to cancel at least 100 days prior to exhibit opening (January 17, 2013), all sums paid by the exhibitor, less the 50% deposit, will be refunded. No refunds will be made for cancellation 100 days or less prior to the opening of the exhibition. The exhibitor's contract will be considered cancelled only if the exhibitor has notified AERA of the cancellation in writing by January 17, 2013. In the event that fire, strike, or other circumstances beyond the control of AERA cause the exhibit to be cancelled, full refund of exhibit rental fees will be made.

APPLICATION RECEIVED:	PAYMENT DUE
Before November 16, 2012	50% of Total Amount with Balance Due November 16, 2012
On or after November 16, 2012	100% of Total Amount

CANCELLATION DURING THE PERIOD OF:	ASSESSMENT
Failure to remit balance due by November 16, 2012	50% of Total Amount Due
Before January 17, 2013	50% of Total Amount Due
On or after January 17, 2013	100%

EXHIBIT HOURS:

Sunday, April 28, 2013	9:00 AM – 6:00 PM
Monday, April 29, 2013	9:00 AM – 4:00 PM
Tuesday, April 30, 2013	9:00 AM – 5:00 PM

INSTALLATION OF EXHIBITS: April 27, 10:00 AM – 5:00 PM. All exhibits must be set up by 5:00 PM on April 27. No exhibit may be erected after the exhibition opens. It is the responsibility of the exhibitor to see that all materials are delivered to the Exhibit Hall by the specified deadline. Any exhibit space not occupied and set up by 5:00 PM on Saturday, April 27, will be cancelled or reassigned with no refund.

DISMANTLING OF EXHIBITS: No packing or dismantling of exhibits will be allowed until after the official closing of the exhibit at 5:01 PM on April 30. At this time, the official service contractor will begin collecting table drapes, carpeting and other items. Because this is a prime time for theft, exhibitors are urged to pack their materials expeditiously and to make all necessary arrangements for the disposition of their outgoing freight before leaving the exhibit hall. If an exhibitor fails to remove the exhibit, removal will be arranged by AERA at the expense of the exhibitor. All crates must be removed from the exhibit area by 9:00 pm on April 30.

ACCEPTANCE OF EXHIBITS: Applicants must use the Application for Exhibit Space. Decisions regarding the acceptability of exhibits will be made by AERA. The content of materials displayed in the AERA Exhibit Hall or advertised in the Annual Meeting Program must contribute to teaching, research, educational research, or the professional development of educational researchers. AERA reserves the right to refuse any application for exhibit space, advertising space, and any sale or distribution of materials; to curtail or cancel any exhibit or advertisement, either before or during the Annual Meeting, that in the sole judgment of the AERA Executive Director is not consistent with teaching, research, or the professional ends of education research and AERA. This policy also applies to displays, advertisements, sales of products (including novelties and souvenirs) and the decorum of exhibitors and their employees.

ASSIGNMENT OF EXHIBITS: Exhibitors paid in full by November 16, 2012 will receive notification of booth assignment beginning January 21, 2013. Priority of space assignment will be based on the date and time the applications are received. If applications are received at the same time, priority will be given to longtime exhibitors according to the number of booths requested. Exhibitors who wish to avoid assigned space adjacent to that of another exhibitor should so indicate on the online application. Exhibitors who desire assignment next to each other (such as business or professional affiliates or a parent company and its subsidiary) should note this when filling out their online application; however, each will need to submit separately online and provide separate payment. A written request explaining why the booths should be assigned together should be sent to exhibits@aera.net. Assignment of such space (for purposes of ranking exhibit requests) will be based on the location of the largest booth exhibitor in the grouping. AERA reserves the right to limit or reject such requests.

SPACE: The booth dimensions indicated on the exhibit floor plan are believed to be accurate but may be approximate. All booths are 8' x 10', unless otherwise noted. Each exhibitor will be furnished a standard booth with 10' backdrops and 3' side drapery. A 7" x 44" sign will be provided with the exhibitor's company name and booth number. Booth furnishings are available through the official service contractor and are the sole responsibility of the exhibitors. The allowable floor load is 100lbs/square foot. Aisle space shall not be used for exhibit purposes, display signs, solicitations, or distribution of promotional material. Exhibits, signs, and displays are prohibited in any of the public space or elsewhere on the premises of the meeting facilities except in the Exhibit Hall. Exhibitors who wish to use any nonstandard booth equipment or any signs, decorations, or arrangements of display material that conflict in any way with these regulations, or who have a peninsula booth must submit booth layout to AERA at least 60 days prior to the meeting. AERA reserves the right to modify the floor plan as may be necessary to preserve a compact and attractive exhibit area. 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 backdrops must be draped. 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 official service contractor, with the approval of AERA, will provide the necessary draping and submit charges to the exhibitor.

STANDARD IN-LINE BOOTH: A standard in-line booth must not be higher than 10' at the back wall and 4' on the side dividers along the aisles. Display fixtures over 4' tall must be confined to the area of the exhibit booth that is within 4' of the backline.

PENINSULA BOOTH: A peninsula booth consists of two or more booths facing a cross aisle, forming an island exhibit attached to the end of a row of in-line booths. Peninsula booths must not be higher than 10' at the back wall and may extend only 4' to the left and right from the center back line. The height must then drop to the 4' maximum on in-line booths. Side wings should not obstruct a view of the adjacent booths. Endcaps must have drapery centered on the 20' wall to avoid masking sight lines.

ADMISSIONS: Exhibitors receive two (2) complimentary meeting registrations per booth. Additional registrations cost \$45 each. All exhibiting personnel must register for admittance to the exhibit floor.

GENERAL CODE OF CONDUCT: The following practices are prohibited:

- Noise and sound devices that interfere with other exhibitors. Exhibitors should be considerate of neighboring exhibitors when operating any sound system.
- Volatile, flammable, or explosive materials or any other substance prohibited by law or insurance carriers, see section on Fire and Safety Regulations.
- Subleasing of exhibit space.
- Any materials exhibited other than those manufactured or distributed by the exhibitor in the regular course of business.
- Canvassing or exhibiting material outside the exhibitor's own space.
- The use of billboard signs or other displays outside the exhibitor's own space.
- Soliciting participation in surveys or otherwise harassing registrants.
- Solicitation of business or meetings in the interest of business by anyone other than representatives of exhibiting firms.
- Publicizing and/or maintaining any extracurricular activities, inducements, displays or demonstrations away from the exhibit area during exhibit hours.
- Contests, lotteries, or games of chance, or the distribution of items not regularly manufactured by the exhibitor.
- The use of thumb tacks, 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.
- The use of glitter, confetti, stickers, or decals.
- The use of overhead hanging signs, banners and display materials. These are limited to AERA services and exhibits.
- Activities that would impede the flow of traffic through the area.
- Presence of food and beverage, other than those ordered, see Catering section.

SOLICITING/ DEMONSTRATING: Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit booth area is prohibited. Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own

booth. Distribution of the exhibitor's printed advertisements must be done within the exhibitor's own space. Persons who are not exhibitors are prohibited from any detailing, exhibiting, or soliciting within the Annual Meeting venues. No exhibits, displays, or advertising material of any kind will be allowed into the Annual Meeting venues unless approved by AERA. Failure to comply with the regulation can result in dismissal from the Exhibit Hall. Aisles in front of the booth must be kept clear. Enough space must be allocated within each exhibit booth for attendees to browse or watch product demonstrations. Any activity that causes attendees to congregate in the aisle or in adjacent exhibit booths will be curtailed or eliminated.

SALE OF MERCHANDISE: Order taking by exhibitors accepting checks or credit cards is permitted, provided that all transactions are conducted in a manner consistent with the scholarly and professional nature of the meeting and in accordance with the state and local regulations applicable in the host city of the exhibit site. Cash transactions are discouraged.

CATERING: All catering for booths must be ordered through the Hilton Union Square. Outside food and beverage is prohibited. Popcorn machines and popcorn, peanut roasters, cotton candy machines, and similar items are expressly prohibited. Catering information and order forms will be in the Exhibitor Services Manual to be sent in February.

BOOTH FURNISHINGS AND LABOR: Freeman is the official general contractor. Exhibitors may order booth furnishings and services such as display units, booth carpeting, tables and chairs, booth cleaning and labor from Freeman. These items are not included in the price of the booth space. Information and order forms for these items, as well as for additional services such as audio visual, electrical and telecommunications will be in the Exhibitor Services Manual.

SHIPPING: Advance shipments of materials must be made to Freeman. The Hilton Union Square will not accept or deliver any exhibitor drayage packages shipped to the center or store empty crates. Shipping information and forms will be in the Exhibitor Services Manual.

SECURITY: AERA will provide 24-hour security for the exhibit area during the entire exhibit period. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. Freeman, the Hilton Union Square, and AERA are neither liable nor insured for loss or damage of exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense.

UNION REGULATIONS: Exhibitors agree to abide by all local jurisdiction union requirements, if applicable, for work involving installation and dismantling of exhibit space.

FIRE AND SAFETY REGULATIONS: Literature, handouts, and supplies are permissible in reasonable quantities. Reserve quantities should be kept in closed containers and stored in a neat, compact manner within the booth. Storage of any kind is prohibited behind back drapes or display walls. All display materials must be fire retardant in accordance with the host city fire code, including cloth draping, banners, table coverings, decorative fabrics, poster paper, foam core board, and all other decorative materials. Combustible oils or gases and helium tanks are prohibited. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. All decorations must be fireproofed, and electrical wiring must conform to the safety rules of the host city electrical code. Fire hose cabinets must not be obscured and must be entirely accessible and in full view at all times. All fabric, cellulose, and cardboard display material must be flame proofed and is subject to inspection by the host city fire department. No flammable fluids or similar substances may be used or shown in booths. Smoking in the Exhibit Hall is prohibited at all times.

LIABILITY: It is agreed that exhibitors shall assume all responsibilities for damage to the exhibit area, and they shall indemnify and hold harmless the American Educational Research Association, the Hilton Union Square, and any service contractors acting as agents of AERA from all liability that may ensue from any cause. Security services for the exhibit hall will be provided 24 hours a day, but AERA and the Hilton Union Square will not be responsible for any loss or damage of any kind.

COMPANY: _____

SIGNATURE: _____

PRINT NAME: _____

DATE: _____