



**AERA 88th Annual Convention April 9– April 13, 2007 Chicago, Illinois
Application for Exhibit Space**

American Educational
Research Association

The American Educational Research Association is hereby authorized to reserve space for my/our exhibit at the 88th Annual Convention of the American Educational Research Association, to be held at the Hyatt Regency Chicago, April 9 – April 13, 2007 (exhibit dates April 10 – April 12, 2007).

A. EXHIBIT BOOTH SPACE

1. All booths measure 10' x 10' as marked on the enclosed floor plan. All booths are equipped with 8' backdrop and 3' side draperies. The basic rate includes guard security, general lighting, ventilation, air conditioning, and a 7" x 44" two-line identification sign.

2. Principal products to be displayed: _____

(First-time exhibitors please include a sample brochure with your application.)

3. Booth Type : **A** x ___ @ \$1,850/\$1,650* USD each **B** x ___ @ \$1,600/\$1,500* USD each **C** x ___ @ \$1,350/\$1,200* USD each
D x ___ @ \$925/\$850* USD each **Total \$ _____ USD** *Early Bird Rate: Payment must be received by July 1, 2006

4. Preferred location: 1st _____ 2nd _____ 3rd _____ 4th _____
Convention Management reserves the right to rearrange the floor plan or to relocate booths.

5. List any probable exhibitor you wish to be near: _____

6. List any probable exhibitor you do not wish to be near: _____

7. We will / will not require a two-line identification sign. It should read: _____

B. FREE-TAKE-ONE EXHIBIT

Reserve _____ space(s) in the Free-Take-One Exhibit @ \$300 USD per piece displayed and \$175 for each additional piece= \$ _____
(Please include a sample of each brochure to be displayed with your application.)

C. A 40-WORD DESCRIPTION OF OUR EXHIBIT for approval of the Board of Convention Affairs and for publication in the Convention Program. Descriptions received after December 1, 2006, will be published in the Program Supplement. Descriptions received after January 15, 2007 may not be published.

D. PAYMENT

Our payment of \$USD _____ is enclosed, in accordance with the following table (all payments must be in U.S. Dollars):

Applications received prior to October 27, 2006: 50% with the application, and the balance due by December 8, 2006.

Applications received after December 8, 2006: 100% with application.

Payment by check: Mail form, with your check made payable to the AERA: Attn: Robert Smith, 1230 17th St NW, Wash., DC 20036

Payment by purchase order: Under government regulations, federal or state agencies may defer payment if a copy of a purchase order is submitted with application.

Payment by credit card: Visa MasterCard American Express

Account number: _____ Expires _____

Name as it appears on the card: _____

Credit card billing address: _____

Amount: \$ _____ Signature: _____

E. AGREEMENT AND SIGNATURE

In making this application we agree to conform to the Exhibit Regulations of the 88th Annual Convention of the American Educational Research Association, which are hereby made a part of this application. It is mutually agreed that all of said Regulations shall be interpreted by the Board of Directors of the American Educational Research Association, and the parties hereto shall be bound by such interpretation.

Name of company applying _____

Name of contact authorized to sign (please print) _____

Signature _____ Title _____

Mailing Address _____ Date _____, 20 _____

City _____ State / Province _____ Zip / Postal Code _____ Country _____

Telephone _____ Fax _____ E-Mail _____

For AERA Use Only (do not write in this space)

Space Assignment _____	Cost of Space \$ _____	Date Received _____
Deposit Received \$ _____	Date/Check No. _____	Balance Due \$ _____
Final Payment \$ _____	Date/Check No. _____	
Exhibitor Kit Sent _____	Booth Confirmation Mailed _____	

You may fax this form to: AERA Attn. Robert Smith, (202) 775-1824, or send via e-mail to RSmith@aera.net

**Rules and Regulations for Exhibiting at the
American Educational Research Association Annual Convention and Exhibit Show
2007 Annual Meeting & Exhibit Show**

Hyatt Regency Chicago

Meeting Dates: April 9-13, 2007

Exhibit Dates: April 10-12, 2007

Installation of Exhibits: April 9, 1:00 to 7:00 pm

All exhibits must be set up by 7:00 pm on April 9. No exhibit may be erected after the exhibition opens. All crates must be removed from the exhibit area by 10:00 pm on April 12. It is the responsibility of the exhibitor to see that all materials are delivered to the Exhibit Hall by the specified deadline.

Exhibit Hours

April 10-11 (Tues & Wed) 9:00 am - 5:00 pm

April 12 (Thurs) 9:00 am - 4:00 pm

Services included in booth rental fee are : Standard 10' x 10' Exhibit booth, booth backdrop and side rails; 7' x 44" sign; 24-hour security services, and two complimentary convention registrations per booth.

Dismantling of Exhibits

No packing or dismantling of exhibits will be allowed until the official closing of the exhibit at 4:00 pm on April 12. If an exhibitor fails to remove the exhibit, removal will be arranged by the Association at the expense of the exhibitor.

Drayage

Advance shipments of materials must be made to the show Decorator as indicated in the accompanying information. The Hyatt Regency Chicago will not accept any exhibitor drayage packages shipped to the center.

Space

Standard booth sizes are 10' x 10' unless otherwise noted on the floor plan. Each exhibitor will be furnished a standard booth with 8' backdrops and 36" 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 contractor and are the sole responsibility of the exhibitors. 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. Aisle space shall not be used for exhibit purposes, display signs, solicitations, or distribution of promotional material. Exhibits, signs, and displays are also prohibited in any of the public space or elsewhere on the premises of the meeting facilities except in the Exhibit Hall.

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 (see section on Fire and Safety Regulations).
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 registrants.
7. Solicitation of business or meetings in the interest of business by anyone other than representatives of exhibiting firms.
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, or the distribution of items not regularly manufactured by the exhibitor.
10. 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.
11. Activities that would impede the flow of traffic through the area.
12. Consumption of food and beverage.

On-site Sales Are Permitted

AERA reserves the right to refuse any application for exhibit space as well as the right to curtail exhibits or parts of exhibits that detract from the character of the meeting. This applies to displays, literature, novelties, souvenirs, and personal conduct.

Booth Assignments/Arrangements in the Exhibit Hall

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 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.

Payment

Failure to remit the balance of booth rental by the date specified on the application form constitutes cancellation of contract, and the reserved space will be subject to resale without refund of deposit. If an exhibitor notifies the Association of intent to cancel at least 110 days prior to the exhibit opening, all sums paid by the exhibitor, less the 50% deposit, will be refunded. No refunds will be made for cancellation 110 days (December 24, 2006) or less prior to the opening of the exhibition. The exhibitor's contract will be considered cancelled only if the exhibitor has notified the Exhibits Manager of the cancellation in writing (post-marked or fax-dated by December 24, 2006). 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. Booths must be paid for in full by December 8, 2006.

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 Hyatt Regency Chicago, 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 Hyatt Regency Chicago will not be responsible for any loss or damage of any kind.

Fire and Safety Regulations

All local regulations will be strictly enforced, and the exhibit assumes all responsibility for compliance with such regulations. All decorations must be fireproofed, and electrical wiring must conform to the National Electrical Code safety rules. 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 Chicago 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. No wooden crates or storage is permitted behind booths.

Live Load Level/Exhibit Hall

Maximum live load level in Hyatt Regency Chicago is over 250 lbs/square foot. Ceiling height is 27 feet.

Union Labor Requirements

There are requirements to use union labor for PRODUCT or EQUIPMENT installation or dismantling. Standard union jurisdictions regarding drayage and freight handling will apply. Any conflicts or disagreements regarding the union jurisdictions or interpretations thereof should be resolved with representatives of the official service contractor and show management. Upon receipt of contract, a detailed list of union jurisdiction rules and regulations will be provided to the exhibitor and will be considered binding with the contract.