

## Reserve Your Booth Today!

► For exhibit inquiries contact:

**Dedra Herod**  
Director of Event Experiences

[Dedra.Herod@ChristianLeadershipAlliance.org](mailto:Dedra.Herod@ChristianLeadershipAlliance.org)

Ph: (949) 487-0900, ext. 216

## Advertising and Sponsorship Opportunities

► Looking for ways to further market or advertise your brand/organization to our influential attendees? For advertising/sponsorship opportunities contact:

**Heather McCulloch, CCNL**  
Director of Business Development & Marketing

[Heather.McCulloch@ChristianLeadershipAlliance.org](mailto:Heather.McCulloch@ChristianLeadershipAlliance.org)

Ph: (949) 487-0900, ext. 219

## Exhibit Booth Pricing

### OPTION A: Reunion Ballroom Exhibit Hall on the Lobby Level

Early Bird Rate through April 21, 2017	Discounted Rate prior to January 1, 2018	Standard Rate January 1, 2018, and after
<b>\$1,650</b>	<b>\$1,800</b>	<b>\$1,975</b>

Corner Booth Placement Fee (Reunion Exhibit Hall Only): **Add \$150**

Reunion Exhibit Hall booth fee is per 100 square feet (10' x 10').

### OPTION B: Reunion Foyer Featured Exhibit Booth (7 available): **\$4,000**

Reunion Featured Exhibit Booth is 200 square feet (10' x 20').

### OPTION A and B:

Featured Exhibitor Listing — Mobile App: **Add \$150**

Digital Lead Retrieval Program: **Add \$50**

All booth options include space rental, digital exhibit hall floor plan, mobile app, standard furnishings (see back page), listings in conference promotion on CLA/ conference website, in *Outcomes* magazine, and in on-site conference program.

## Features Designed to Attract Attendees

- Exhibit Hall positioned with premium visibility and accessibility — near General Sessions, workshops, registration, and bookstore
- Exclusive Exhibit Hall hours
- Private Executive Leadership Reception
- Tuesday Grand Opening event
- Refreshments served in the Exhibit Hall
- Digital Lead Retrieval Program

## Exhibit Schedule\*

### Tuesday, April 17, 2018

Exhibitor Load-In	8:00 a.m. – 4:00 p.m.
Private Executive Leadership Reception	5:15 – 6:15 p.m.
Exhibit Hall Grand Opening and Reception	8:30 – 10:00 p.m.

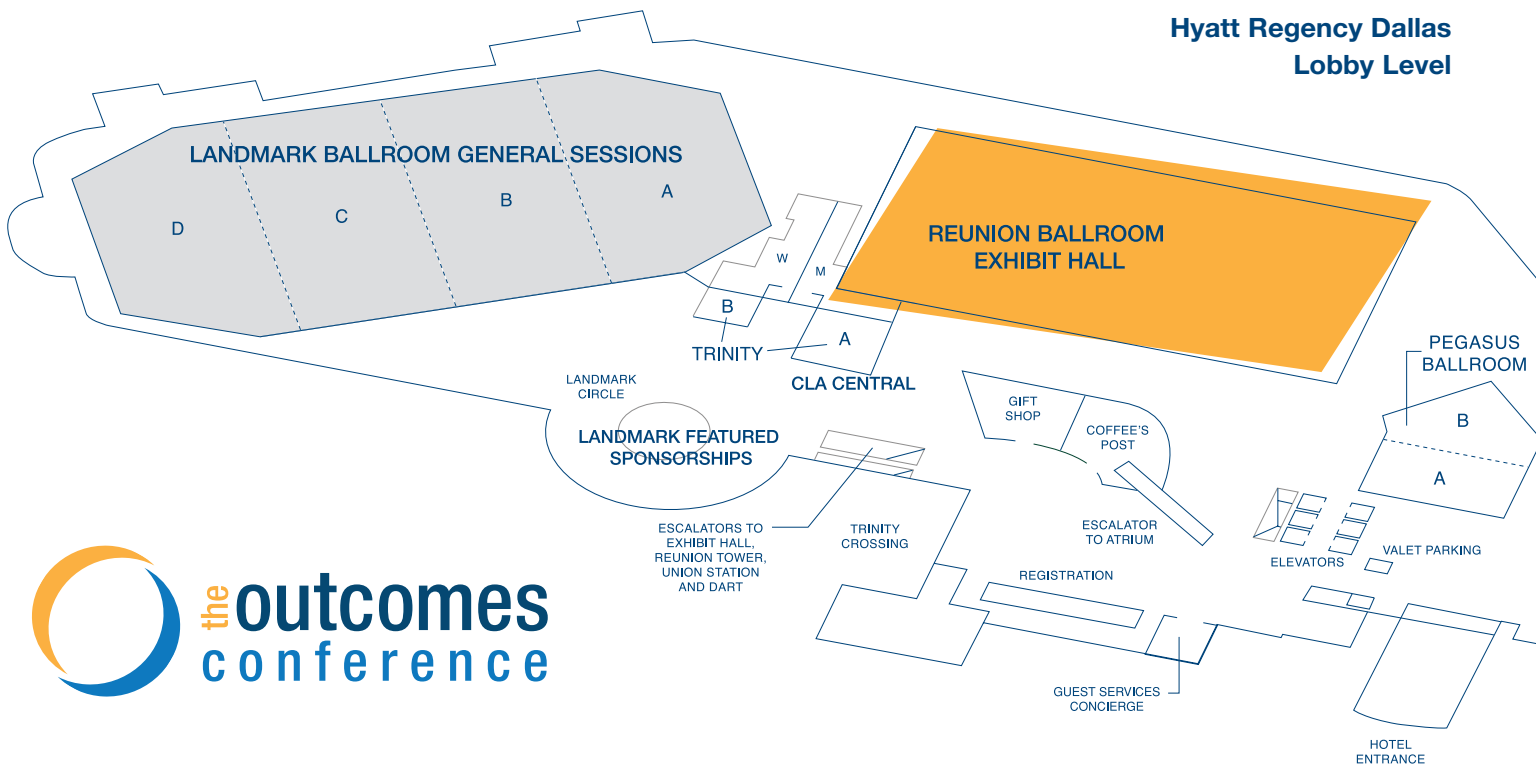
### Wednesday, April 18, 2018

Exhibit Hall Networking Break	10:00 – 10:30 a.m.
Lunch	12:30 – 3:00 p.m.

### Thursday, April 19, 2018

Exhibit Hall Networking Break	10:00 – 10:30 a.m.
Lunch	12:30 – 3:00 p.m.
Exhibitor Tear-Down	3:00 – 6:00 p.m.

\*Schedule subject to change; visit website to view complete/current schedule.



## Exhibit Hall Details

### You Receive

#### At The Conference

- ▶ 10' x 10' professionally draped and carpeted booth space, plus the following booth furnishings: one 6' skirted table, two side chairs, one wastebasket, one sign (booth # and company name)
- ▶ Complimentary exhibit booth personnel registrations for up to three company representatives per each 10' x 10' exhibit space (limited to a maximum of six). Exhibit booth registrations allow company staff to attend conference General Sessions only; additional fees apply if company staff desire to upgrade to 3-Day Leadership Experience or 2-Day Leadership Event, and to other ticketed events.
- ▶ Promotion of special booth announcements and giveaways in on-site Exhibit Hall publication
- ▶ Exhibitor recognition ribbons

#### Pre/Post Conference

- ▶ Complimentary digital floor plan and digital exhibitor profile to increase your pre-conference engagement with attendees.
- ▶ Free posting on conference website, October 2017 through May 2018 (includes company name and hyperlink to company website)
- ▶ Complimentary pre-conference attendee list for one-time usage prior to conference (list does not include email addresses or phone numbers)
- ▶ Complimentary post-conference attendee list for one-time usage following conference (list does not include email addresses or phone numbers)

### Installation

Installation begins at 8:00 a.m. on Tuesday, April 17, 2018. All exhibits must be show-ready and aisles cleared no later than 4:00 p.m. No exceptions.

### Dismantling

Exhibits may be dismantled starting no earlier than 3:00 p.m. on Thursday, April 19, 2018. All exhibit materials must be removed from hall no later than 6:00 p.m. to avoid additional charges.

### Exhibit Hall Decorator

The official show contractor (GES) will distribute the Exhibitor Services Kit in October 2017 to all fully-paid exhibitors. This kit will contain order forms and rates for all services and amenities provided by GES and/or the host facility vendors. It is the exhibitor's responsibility to fully read and understand all materials and deadlines contained in the Exhibitor Services Kit. Exhibitor Kits are made available digitally and will be located in your online dashboard.

# 2018 Exhibitor Application and Contract



## Step 1: Exhibit

Reunion Ballroom Exhibit Hall Booth Rates for 10' x 10' Booth

Early-Bird Rate prior to April 21, 2017 <b>\$1,650</b>	Discounted Rate prior to January 1, 2018 <b>\$1,800</b>	Standard Rate January 1, 2018, and after <b>\$1,975</b>	<b>\$</b>
Corner Booth Placement Fee (Reunion Ballroom Exhibit Hall only): <b>\$150</b>			<b>+ \$</b>
Reunion Ballroom Foyer Featured Exhibit Booth (no corner booth placement): <b>\$4,000</b>			<b>\$</b>
Featured Exhibitor Listing - Mobile App: <b>\$150</b>			<b>+ \$</b>
Digital Lead Retrieval Program: <b>\$50</b>			<b>+ \$</b>
Subtotal			<b>= \$</b>
CLA Member Discount: (Discount varies according to your membership level — Silver = \$200; Gold = \$350; Platinum = \$500). To join CLA, please visit <a href="http://www.christianleadershipalliance.org">www.christianleadershipalliance.org</a> and click on the Membership tab.			<b>- \$</b>
<b>Total</b>			<b>= \$</b>

Online registration for booth representatives will begin after January 1, 2018. Each 10' x 10' exhibit booth purchased includes three booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of six complimentary exhibit booth personnel passes.

**Booth assignment/placement will begin in April, 2017.** Confirmed Exhibitors will be contacted with booth assignments. Final assignment will be based upon order of reservation and other priority criteria described in the Exhibit General Information, Rules and Regulations.

## Step 2: Payment

Total from Step 1 above  \$  Total to be paid at contract submission. Minimum 50% deposit due upon application submission. You will be invoiced by CLA for the balance of your contract.

**Select Payment Method:**  Visa  MC  AMEX  Discover  Credit Card # \_\_\_\_\_

Expiration Date / CVV2 Code (3 digit code found on the back of your card / 4 digit code on front of AMEX)

Name on Credit Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ St/Prov \_\_\_\_\_ ZIP/PC \_\_\_\_\_

Check *Please make check payable to Christian Leadership Alliance.*

**By signing below, we understand: All reserved booth space must be paid for in full by December 1, 2017.** If assigned space is not paid in full by this date, it may be assigned to another exhibitor at the discretion of CLA. Cancellation of reserved booths must be made in writing to CLA or its representatives and may result in forfeiture of deposits and exhibitor fees based upon the deadlines outlined in the Cancellation of Space Policy in the Exhibit General Information, Rules and Regulations.

## Step 3: Contact Information

**Complete information below for your company's contact person.** This person will serve as CLA's primary contact in matters pertaining to your exhibit booth. The Exhibitor kit will be emailed to this primary contact person.

Company \_\_\_\_\_  
Exactly as you wish it to appear in the printed on-site conference program and on exhibit ID sign

Name of Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St/Prov \_\_\_\_\_ ZIP/PC \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

## Step 4: Contract Signature

**Sign the Application and Contract Form.** On behalf of said company or organization, I, as the duly authorized representative of the undersigned company or organization, subscribe and agree to all the terms, conditions, authorizations and covenants contained in the Exhibitor Application and Contract and the General Information, Rules and Regulations. I understand this contract is not valid and confers no rights until it is accepted by CLA's authorized representative and I receive confirmation of that acceptance.

Your Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_ Signature \_\_\_\_\_

CLA Authorized Agent: \_\_\_\_\_ Name/Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Step 5: Return Form

**Please complete these three steps:**

1. Email Application and Contract to [Dedra.Herod@ChristianLeadershipAlliance.org](mailto:Dedra.Herod@ChristianLeadershipAlliance.org).
2. Email a high-resolution logo (preferably EPS format, please note if logo has changed recently) and 150 word description of organization to [Dedra.Herod@ChristianLeadershipAlliance.org](mailto:Dedra.Herod@ChristianLeadershipAlliance.org).
3. Mail check to the CLA Office, Attn: Accounting.



629 Camino de los Mares, Suite 309  
San Clemente, CA 92673  
Ph: (949) 487-0900 Fax: (949) 487-0927

# General Information, Rules and Regulations



The General Information, Rules and Regulations, hereinafter stated, comprises the legally binding terms and agreements between the exhibitor and Christian Leadership Alliance. By signing and submitting the Application and Contract, you agree to honor and abide by the terms of this agreement as hereinafter stated and as applies to **CLA Dallas, April 17 – 19, 2018, in Reunion Ballroom and Reunion Foyer, Hyatt Regency, Dallas, Texas.**

**1. Convention Exhibition Sponsorship.** The Exhibition is sponsored and managed by Christian Leadership Alliance, herein referred to as CLA.

**2. Application and Contract.** Each exhibitor is required to sign the Application and Contract. By doing so, he or she subscribes to the General Information, Rules, and Regulations, which are part of the Application and Contract. The terms of the Application and Contract can be revised only upon written agreement of both parties. All booth personnel must register, either online, via mail or fax, prior to March 20, 2018.

**3. Exhibition Dates.** The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Tuesday, April 17, 2018; exhibit hours Wednesday, April 18, 2018; exhibit hours and tear-down Thursday, April 19, 2018.

**4. Admissions.** CLA reserves the right to refuse exhibit space to any applicant for any reason. In addition, CLA reserves the right to refuse exhibit space to any exhibitor if, after the acceptance of the Application and Contract, information should come to the attention of CLA, which in the reasonable judgment of CLA, demonstrates that the proposed exhibit would be inconsistent with the principles espoused by CLA or unfavorable to the public reputation of CLA. In the event CLA should exercise this right, any deposit and exhibit fees paid to CLA shall be refunded, except that if the denial of exhibit space shall be for failure or refusal of the exhibitor to comply with the terms set forth elsewhere in this Application and Contract, the denial of exhibit space shall be treated as a cancellation by the exhibitor.

**5. Assignment of Space.** CLA will assign space to exhibitors on a first come, first served basis according to the CLA Booth Selection Policies. CLA reserves the right to shift space at any time if, in CLA's judgment, it becomes necessary to do so. CLA reserves the right to make modifications in the published floor plan as may be necessary to meet the needs of exhibitors and the exhibition as a whole.

**6. Exhibitor Personnel Registration.** Each 10' x 10' exhibit booth purchased includes three booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of six complimentary exhibit booth personnel passes. Exhibit booth registrations admit exhibitors to the Exhibit Hall and to conference General Sessions only. Additional fees and separate registration required for other conference components, if so desired. Please contact CLA for details.

Additional exhibitor personnel beyond the complimentary allotment — \$245 (Exhibitors desiring to attend workshops, ITIs or forums may upgrade their exhibit booth personnel registration to a full conference, 3-Day Leadership Experience registration for the discounted rate of \$399. The 3-Day Leadership Experience registration includes the closing General Session and dinner.)

*Note: Name badges must be worn by exhibitor representatives during all set-up/tear-down periods and during all official Exhibit Hall hours.*

**7. Cancellation of Space.** In the event CLA has assigned space and the exhibitor desires to cancel the contract, CLA will refund the deposit and exhibitor fees paid to CLA if written notification is received by CLA on or before September 1, 2017. If written or faxed notification is received by CLA after September 1, 2017, but before December 31, 2017, CLA will refund 50% of the total exhibitor fees. If written or faxed notification is received after December 31, 2017, there is no refund.

**8. Default of Occupancy.** Any exhibitor failing to occupy any space contracted for but not canceled, by 4:00 p.m., Tuesday, April 17, 2018, is obligated to pay the full cost of such space. In the event of default, all obligations of CLA to exhibitor hereunder shall cease and CLA shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor.

**9. Visitors.** The CLA conference and exhibition is not open to the public. CLA shall have sole control over all admissions. All persons visiting the exhibition area will be admitted according to the rules and regulations of the conference and exhibition as issued or amended by the authorized representatives of CLA.

**10. Subletting Space.** No exhibitor shall assign, sublet, or share the space allotted without written consent of CLA.

**11. Conformance to Laws.** Exhibitor agrees for himself or herself and his/her employees to use contracted space for lawful purposes only and will conform to all laws, ordinances, and regulations. The exhibitor must comply with all local and hotel safety, fire, and health ordinances for the installation and operation of equipment.

**12. Decorator Rules and Regulations.** Exhibitor agrees to conform to all rules and regulations of the exhibition's official decorator as detailed in the official service kit provided by that company. Where union personnel are required by the decorator and/or hotel, the exhibitor must comply with union requirements. CLA is not responsible for decorator and/or convention center personnel, nor can CLA guarantee that services and/or utilities promised by the decorator and/or convention center shall be available during the exhibition. Contact the decorator directly for specific information relating to your exhibit space requirements, exhibit freight, shipping instructions, labor rules and regulations, deadlines, and other questions.

**13. Shipment of Exhibit Materials.** Exhibitor shall make arrangements for shipment and delivery of materials consigned to the decorator's warehouse and NOT to the Hyatt Regency Dallas, nor to CLA. Neither the hotel/Exhibit Hall nor CLA assumes any responsibility for display materials shipped erroneously to them. Refer to the official decorator's service kit for shipping deadlines and instructions, or call the decorator directly.

**14. Exhibit Space.** Exhibitor must return, in the same condition as was found/delivered, all host facility property and space used during the exhibition. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save CLA, the Hyatt Regency Dallas, and their employees and agents harmless against all claims, losses and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hyatt Regency Dallas and its employees and agents. In addition, exhibitor acknowledges that neither CLA nor Hyatt Regency Dallas maintain insurance covering exhibitors' property in that it is the sole responsibility of each exhibitor to obtain business interruption and/or property damage and/or insurance covering such losses by any exhibitor.

**15. Order Taking and On-Site Sales.** All vendors that sell tangible goods at their booth are required to collect and remit Texas sales taxes. The exhibitor hereby indemnifies CLA from any and all liability related to the State of Texas or County sales taxes or required licenses that result from exhibitor's appearance at CLA.

**16. Security.** Although CLA may seek to arrange for security personnel to maintain a watch before and after the exhibition, neither CLA (nor the security company personnel) shall be liable for any damage or theft to the exhibitor's display or property. Any security that CLA contracts is for CLA is providing is for CLA and its guests and not for the protection of exhibitor, exhibitor's property, or exhibitor's workers. The exhibitor should not rely on CLA provided security for any reason.

**17. Delivery and Removal.** Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the Exhibit Hall hours without permission first being secured in writing from CLA.

**18. Limitation on Promotion and Demonstrations.** During the Conference and Exhibition, all demonstrations, promotional activities, and distribution of materials must be confined within the limits of the exhibit booth(s) in the Exhibit Hall. The playing of loud music, videos, films, or the like, or any other loud or distracting activity that could be objectionable to neighboring exhibitors is prohibited.

**19. Show Floor Restrictions.** Access to the show floor during set-up (load-in) and tear-down (load-out) times will be restricted to officially-registered exhibitor personnel and/or their designated EACs. Absolutely no one under 18 years of age will be permitted on the show floor during these set-up/tear-down times. In an effort to maintain a professional and safe atmosphere, the following are prohibited from the Exhibit Hall floor during public hours: children younger than 18 years old; infant/toddler strollers; roller bags/suitcases.

**20. Copyrights.** Exhibitor warrants that all copyrighted material to be performed or played has been duly authorized or licensed by the copyright owners or their representatives and agrees to indemnify and hold CLA harmless from any and all claims, losses, expenses, including legal fees, which might arise from questions of use of any such material described above.

**21. Use of Space.** Exhibitor's display, equipment, and materials shall be confined to the actual dimensions of the booth space contracted for and be in compliance with IAEE Guidelines for Display Rules & Regulations. Height of display should not be such that it could be objectionable to other neighboring exhibitors. Aisles may not be used by the exhibitor. The exhibitor is responsible for maintaining a neat and clean booth. All tables must be either finished or draped.

**22. Exclusions.** Firms or organizations not assigned space in the exhibit area will be prohibited from exhibiting or soliciting business within the exhibition or conference area. Smoking and alcoholic beverages are not permitted on the exhibit floor.

**23. Insurance.** It shall be the responsibility of the exhibitor to provide for his or her own insurance needs. CLA shall not provide insurance for the exhibitor.

**24. Limitations of Liability.** Neither CLA, its employees, officers, agents, directors, volunteers, or affiliates shall be liable for any injury, loss, or damage to person or property of exhibitor, its employees, agents, and invitees except to the extent that such injury, loss, or damage is caused directly and proximately by substantial negligence on the part of CLA or its employees. Exhibitor by its execution of this contract expressly waives the right to claim any such excluded liabilities against CLA and its respective employees, officers, agents, directors, volunteers, or affiliates and acknowledges that it will neither hold nor attempt to hold the organization or any such person liable for any cause whatsoever other than injuries or damages occasioned directly and proximately by the substantial negligence of such persons. Further, neither CLA, nor its respective employees, officers, agents, directors, volunteers, or affiliates shall be liable for failure of the scheduled exhibition to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CLA to prevent. Further, neither CLA, nor its respective agents, employees, officers, volunteers, or directors shall be liable for any failure or unavailability of utilities or any hotel or decorator services or personnel. In the event that CLA, or any of its agents, shall receive a claim or complaint, which in part or in whole arises from exhibitor's actions or failure to act, exhibitor shall indemnify and hold CLA, its respective agents, employees, officers, volunteers, or directors harmless from any claim, loss, or liability resulting there from.

**25. Accommodations.** Exhibitors qualify for the special CLA conference room rates at conference hotel's terms and conditions. *Important! Make your reservations early!* Please reserve your room directly with the hotel. Visit the CLA Web site at [www.ChristianLeadershipAlliance.org](http://www.ChristianLeadershipAlliance.org) for the official discounted conference room rate and cut-off date. The discounted rate will be honored until this date or until the room block is filled. Hotel reservations must be accompanied by the first night's deposit.

**26. Additional Travel Arrangements.** Consult the CLA Web site ([www.ChristianLeadershipAlliance.org](http://www.ChristianLeadershipAlliance.org)) for information on other travel arrangements.

**27. Booth Selection Process.** Space will be assigned beginning in April, 2017, according to the date on which the contract and 50% deposit are received, priority placement criteria, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with CLA's aims and purpose.

Paid registrations received on or after October 1, 2017, will be assigned by order of date received.

**28. Governing Law.** All disputes under this Agreement shall be decided under the laws of the State of Texas, without regard to conflicts of laws principles.

**29. Christian Arbitration.** Any claim or dispute arising from or related to this Agreement shall be settled by mediation and, if necessary, legally binding arbitration in accordance with the Rules of Procedure for Christian Conciliation of the Institute for Christian Conciliation, a division of Peacemaker Ministries. Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any controversy or claim arising out of this Agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.