



November 16-17, 2017 -- Little Rock, Arkansas

**The 45<sup>th</sup> Annual Arkansas Reading Association's Literacy Conference** is scheduled for November 16-17, 2017, in Little Rock, Arkansas, at the Statehouse Convention Center and Little Rock Marriott Hotel. We are expecting 800+ literacy educators to attend this year's conference. Exhibits will be located in Governor's Hall I, Statehouse Convention Center, #1 Statehouse Plaza. Dedicated exhibit times are built into this year's schedule!

The cost of a line booth is \$400.00 and a corner booth is \$450.00. Payment includes one 6' table, two chairs, and a standard sign identifying your company. Payment should accompany the contract below or may be paid with a credit card on our website. If payment is not included, the booth contract space will be held for 14 days before reverting to the end of the request list. Sponsorships are NEW this year. Priority will be given to our sponsors on booth selections. Please see the options on the attached sponsor page if you would like to be a sponsor.

A cancellation of booth space request received prior to October 15 will be entitled to a refund of 75% of the total booth rental fee. There will be no refund for cancellation requests received after October 15.

**For information about use of internet and phone hookups, contact Kitty Lane ([klane@littlerock.com](mailto:klane@littlerock.com)) at the Statehouse Convention Center ([501 376-4781](tel:5013764781)). Additional tables and carpet can be ordered from Sunbelt Convention Services online at [www.sunbelt4u.com](http://www.sunbelt4u.com); via email ([sunbelt4u@sbcglobal.net](mailto:sunbelt4u@sbcglobal.net)); or by phone at 501-244-9955.**

The **Little Rock Marriott** will serve as the ARA Literacy Conference hotel. To receive the conference room rates call 1-800-831-4004 or book online through our web page conference link - [www.arareading.org](http://www.arareading.org).

The exhibit hall schedule:

Wednesday, November 15	3:00 p.m. - 7:00 p.m. Set Up
Thursday, November 16	7:00 a.m. - 10:00 a.m. Set Up (Exhibitors receive 2 complimentary breakfast tickets) 10:00 a.m. - 6:00 p.m. Exhibit Hall Open 4:00 p.m. - 6:00 p.m. <b>Exhibit Hall Extravaganza!</b>
Friday, November 17	8:00 a.m. - 10:00 a.m. Exhibit Hall Open 10:00 a.m. - 3:00 p.m. Tear Down

Exhibits are a special part of our annual conference. The ARA Event Coordinator and Conference Committee are always looking for new ideas to make the exhibit hall THE PLACE TO BE! Here are a few things we have planned in the exhibit hall during the conference:

-Mock Classroom

set-up in back of hall for exhibitors to lead demonstrations. Thursday 10:00 a.m.- 6:00 p.m.  
Exhibitors may sign up for a 30 minute slot to lead a presentation. Contact Caroline Schenk to sign up.

-Exhibit Hall Extravaganza!

Thursday night 4:00-6:00 pm. Door Prizes, Author Autographing, Meet Louis Sachar, Gifts and Prizes, Wine and Cheese, Games, and much more!

-Charging station

-Book Bus

-Silent Auction

-Photo Booth

-Free Coffee

-AND SO MUCH MORE!!!

We hope you can join us this year! If you have questions regarding exhibits, please call or email me.

*Caroline Schenk*

ARA Exhibits Chair

(870) 476-2944

caroline@arareading.org

**EXHIBIT BOOTH CONTRACT**  
**Arkansas Reading Association Literacy Conference**  
**Little Rock, Arkansas November 16-17, 2017**

Complete and return this signed contract with payment to:

**Caroline Schenk**  
**210 South 6<sup>th</sup> Street**  
**Paragould, AR 72450**

**PLEASE PRINT**

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **FAX** \_\_\_\_\_

**Exhibitor Name Badges** (names as you wish them to appear on badges) **1.** \_\_\_\_\_

**2.** \_\_\_\_\_ **3.** \_\_\_\_\_

**COST OF SPACE PER 10' X 10' BOOTH:**     \$400.00 per line     \$450.00 per corner

Make checks payable to the Arkansas Reading Association. Full payment must be received with your request for space. The cost of a line booth is \$400.00 and a corner booth is \$450.00. Payment includes one 6' table, two chairs, and a standard sign identifying your company. Payment should accompany this exhibit contract form or may be paid with a credit card online. If payment is not included, the booth contract space will be held for 14 days before reverting to the end of the request list.

**Cancellation Policy:** Requests received prior to October 15 will be entitled to a refund equal to 75% of the total booth rental fee. *There will be no refund for cancellation requests received after October 15.*

**Additional tables and carpet can be ordered from Sunbelt Convention Services**, online at [www.sunbelt4u.com](http://www.sunbelt4u.com); via email ([sunbelt4u@gmail.com](mailto:sunbelt4u@gmail.com)); or by phone at 501-244-9955. **Electrical, internet and phone hookups may be ordered** by email from Kitty Lane ([klane@littlerock.com](mailto:klane@littlerock.com)) at the **Statehouse Convention Center** (501) 376-4781.

**Questions regarding exhibits? Contact Caroline Schenk at [caroline@arareading.org](mailto:caroline@arareading.org) or (870) 476-2944.**

**PREFERRED BOOTH CHOICE** (see Exhibit Hall Layout p. 3) If the desired booth choices are unavailable space will be assigned as close to your selection as possible.

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_ 4th choice: \_\_\_\_\_

**TOTAL NUMBER OF BOOTHS REQUESTED** \_\_\_\_\_ **AMOUNT OF CHECK: \$** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Authorized Signature** \_\_\_\_\_

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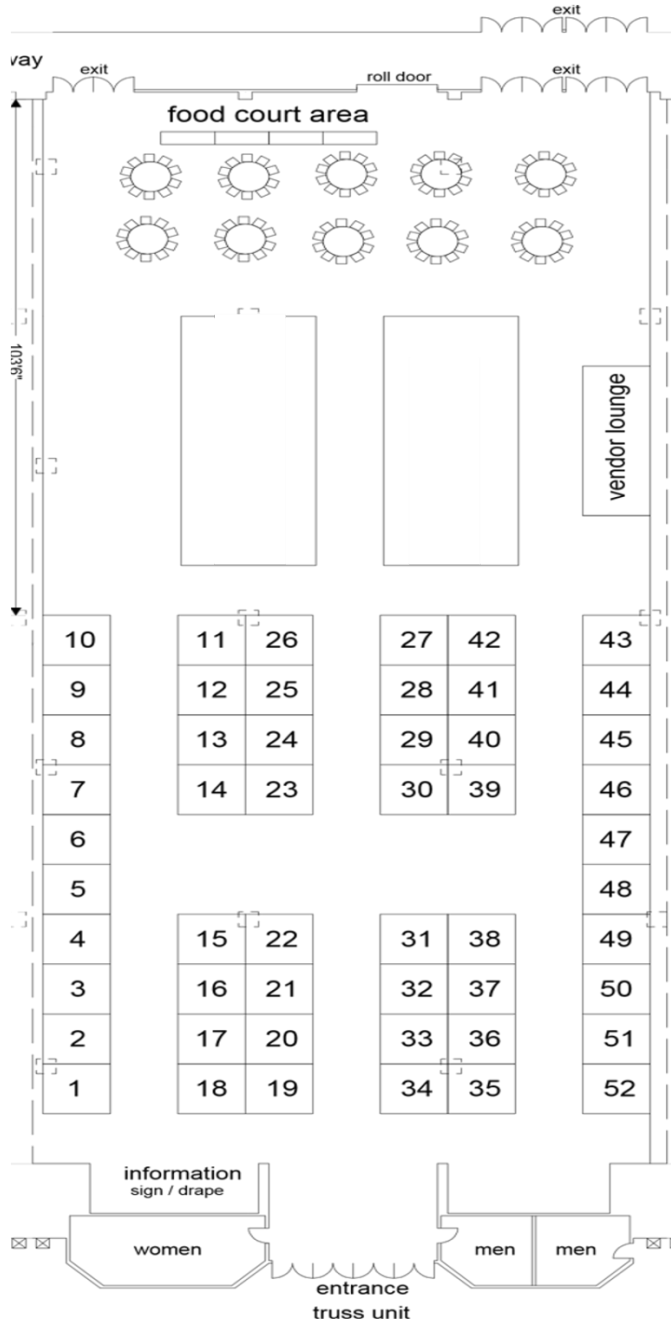
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**ARA USE ONLY:**

**Date received:** \_\_\_\_\_ **Space Assigned:** \_\_\_\_\_

**Amount paid: \$** \_\_\_\_\_ **Check # & Date:** \_\_\_\_\_

# Exhibit Booth Layout - Tentative Chart





**ARKANSAS READING ASSOCIATION LITERACY CONFERENCE  
NOVEMBER 16-17,2017  
PROGRAM AD FORM**

*(Visit [www.arareading.org](http://www.arareading.org) for online form)*

Advertiser/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

All ads must be ready to print in camera ready pdf format, built to trim size without crop marks. We must receive the ad copy and full payment no later than September 30. Space is available on a first-come, first-served basis, and requests will be processed in the order received. We reserve the right to refuse any advertisement. If you have questions, contact Susan Peterson at [susan@arareading.org](mailto:susan@arareading.org) or 501-908-4461.

**Payment:** Please make your **check** payable to ARA and send your request form, check, and ad copy to Susan Peterson, 3450 Clearwell Rd., Conway, AR 72034

OR - Request online **invoice** emailed to: \_\_\_\_\_

**Specifications: Black & white camera ready pdf format without crop marks**

<b>AD SIZE</b>	<b>HEIGHT</b>	<b>WIDTH</b>	<b>COST</b>
____ Outside Back Cover	9.5"	7.0"	\$500.00
____ Inside Front Cover	9.5"	7.0"	\$300.00
____ Inside Back Cover	9.5"	7.0"	\$300.00
____ Full Page	9.5"	7.0"	\$200.00
____ One-half Page	4.5"	7.0"	\$100.00
____ One-fourth Page	4.5"	3.25"	\$ 50.00

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Title/Position** \_\_\_\_\_



