

# Exhibitor Preview

2012 Christian Leadership Alliance National Conference

## Exhibit Booth Pricing

<b>Early-Bird Rate</b> <b>\$1,250</b> prior to September 7, 2011	<b>Discounted Rate</b> <b>\$1,400</b> prior to January 1, 2012	<b>Standard Rate</b> <b>\$1,575</b> January 1, 2012, and after
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**Non-Member Fee: \$400**      **Corner Booth Placement: \$150**

*Booth Fee is per 100sf (10'x10') and includes: space rental, standard furnishings (see below), listings in conference promotion on CLA/conference website, in Outcomes magazine, and in on-site conference program.*

## You Receive

- 10' x 10' professionally-draped and carpeted booth space, plus the standard booth furnishings package: one 6' draped/skirted table, two side chairs, one wastebasket, and one 7" x 44" ID sign with booth number and company name
- Complimentary exhibit booth personnel registrations for up to three company representatives per each 10' x 10' exhibit space; includes admission to General Sessions (Tuesday/Wednesday/Thursday morning) and half-price registration for Tuesday Intensive Training Institutes
- Free company profile in on-site conference program (includes contact information, website, and 200-character company description)
- Exhibitor recognition ribbons
- Free posting on CLA website, October–May (includes company name and link to website)
- Complimentary pre-registration attendee list for one-time use prior to the conference\*
- Opportunity to purchase post-conference attendee mailing list for one-time use post-conference\*

*\*Does not include email addresses or phone numbers*

## Schedule

### Tuesday, April 10, 2012

8:00 a.m. – 4:00 p.m.  
Exhibitor Set-Up  
4:30 p.m.  
Exhibit Hall Open  
8:30 – 10:00 p.m.  
Exhibit Hall Grand Opening/Reception

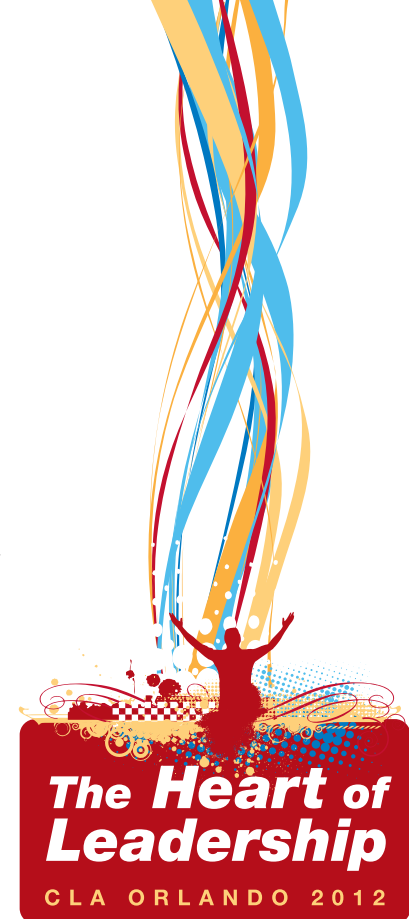
### Wednesday, April 11, 2012

Morning/Afternoon\*  
Exhibit Hall Open

### Thursday, April 12, 2012

Morning/Afternoon\*  
Exhibit Hall Open  
2:00 p.m.  
Exhibit Hall Close/Tear-Down

*\*Final schedule to be determined*



**The Heart of Leadership**  
CLA ORLANDO 2012  
April 10 – 12, 2012  
Rosen Shingle Creek Hotel  
Gatlin Ballroom B/C



Rosen Shingle Creek Hotel



Gatlin Ballroom



**For inquiries contact:**  
**Carl Dunn**  
Dunn & Dunn, LLC  
carl@carldunn.com  
856-582-0690

**Jan Dean**  
Dunn & Dunn, LLC  
jan@carldunn.com  
214-544-0679

# Sponsor Preview

2012 Christian Leadership Alliance National Conference

## Your CLA sponsorships really add up!

All sponsorships throughout the year will be counted toward your sponsorship level for the 2012 CLA National Conference in Orlando.

This includes your Webinar and Steward Leadership Summit sponsorships, as well as selected print advertising in *Outcomes* magazine.

## Sponsorships

**Conference sponsorships include, but are not limited to:**

- General Sessions
- Conference Bookstore
- Special Event Lunches
- Exhibit Hall Receptions and Coffee Breaks
- Conference On-site Program
- Morning Devotions
- After-Hours Entertainment
- Tote Bag and Inserts for Tote Bag
- Conference Pens
- Hotel Key Cards
- Hotel Room Drops
- Networking Lounge
- Networking Breaks
- Intensive Training Institutes
- Workshop Sponsorships:
  - Individual Workshop Tracks
  - Church Leaders Summit
  - Ministry Internet & Technology Summit

### Bronze Level

\$1,000 – \$4,999

- Sign in registration area
- Recognition in promotional brochure  
*(Sponsorship contract must be received by February 1, 2012)*
- Recognition in on-site conference program
- Recognition at the event
- Recognition at booth (if applicable)
- Ribbons for registered company representatives

### Silver Level

\$5,000 – \$9,999

**All of the above benefits, plus:**

- Logo recognition in the Spring and Summer issues of *Outcomes*, CLA's member magazine  
*(Sponsorship contract must be signed prior to deadlines for the respective issues)*
- Logo recognition on CLA website

### Gold Level

\$10,000 – \$14,999

**All of the above benefits, plus:**

- Free post-conference attendee list *(For one time-use only)*
- One complimentary conference registration for Wednesday & Thursday  
*(May be used separately)*

### Diamond Level

\$15,000+

**All of the above benefits, plus:**

- One complimentary 10' x 10' exhibit space at CLA Orlando 2012
- Plaque and special recognition on site

**Remember! Your first right of refusal on all 2012 CLA Orlando sponsorships ends September 7, 2011!**

*Please note: All 2011 sponsors have first right of refusal on the events they sponsored at the 2011 conference until September 7, 2011. After September 7, any unclaimed sponsorships will be put back on the market for new sponsors.*



Ask your Dunn&Dunn representative about pricing and your support level for CLA:

**Carl Dunn**

Dunn & Dunn, LLC  
carl@carldunn.com  
856-582-0690

**Jan Dean**

Dunn & Dunn, LLC  
jan@carldunn.com  
214-544-0679

# Exhibitor Application and Contract

# Orlando

April 10 – 12, 2012

Rosen Shingle Creek Hotel

Gatlin Ballroom B/C

## Step 1: Exhibit

### Booth Rates for 10' x 10' Booth

**Early-Bird Rate**

prior to September 7, 2011

**\$1,250**

**Discounted Rate**

prior to January 1, 2012

**\$1,400**

**Standard Rate**

January 1, 2012, and after

**\$1,575**

\$

**Non-Member Fee: \$400**

\$

**Corner Booth Placement: \$150**

\$

**Subtotal**

\$

**Total**

\$

**Booth assignment/placement will begin on October 1, 2011.** Confirmed exhibitors will be contacted to review the current floorplan and submit booth preferences. Final assignment will be based upon order of reservation and other priority criteria described in item 26 of the Rules & Regulations.

## Step 2: Payment

Total from Step 1 above \$

Select Payment Method:  Visa  MC  Discover  Credit Card #

Expiration Date / CWV2 Code (3 digit code found on the back of your card)

Name on Credit Card Signature

Billing Address City St/Prov ZIP/PC

Check Please make check payable to Dunn & Dunn, LLC

### By signing below, we understand:

All reserved booth space must be paid for in full by February 1, 2012. If assigned space is not paid for 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 on the deadlines outlined in item 7 of the Rules & Regulations.

## Step 3: Contact Information

Complete information below for your company's contact person. This person will serve as CLA's direct point of contact in matters pertaining to your exhibit booth.

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 and signed by CLA's authorized representative. I also understand I will receive a copy of the signed contract.

Your Name Title Date

Company Signature

CLA Authorized Agent: Dunn & Dunn, LLC Name/Title:

Signature: Date:

## Step 5: Return Form

Please complete these three steps:

1. Fax the application form to (856) 582-1206
2. Make a copy of the form for your records
3. Return the original to CLA, with a 50% deposit per booth (if paying by check) to:

Christian Leadership Alliance  
c/o Dunn & Dunn, LLC  
223 Highland Terrace  
Pitman, NJ 08071

Ph: (856) 582-0690  
Fax: (856) 582-1206

### DUNN & DUNN (CLA DESIGNEE) OFFICE USE ONLY

Booth number(s) assigned \_\_\_\_\_

Exhibit \$ \_\_\_\_\_

Sponsorship \$ \_\_\_\_\_

On-Site Program Advertising \$ \_\_\_\_\_

Accepted by \_\_\_\_\_ Date \_\_\_\_\_

Check # \_\_\_\_\_ \$ \_\_\_\_\_ Date \_\_\_\_\_ Posted \_\_\_\_\_

Check # \_\_\_\_\_ \$ \_\_\_\_\_ Date \_\_\_\_\_ Posted \_\_\_\_\_

# 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 Orlando, April 10–12, 2012, at Gattin Ballroom B/C, Rosen Shingle Creek Hotel, Orlando, Florida. Please mail or fax your completed and signed Application and Contract Form to:

**Christian Leadership Alliance**  
c/o Dunn & Dunn, LLC  
223 Highland Terrace  
Pitman, NJ 08071  
Ph: (856) 582-0690  
Fax: (856) 582-1200

**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 April 10, 2012.

**3. Exhibition Dates.** The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Tuesday, April 10, 2012; exhibit hours Wednesday, April 11, 2012; exhibit hours and tear-down Thursday, April 12, 2012.

**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 Name Badges.** Each exhibitor receives three registrations and three name badges for each booth space reserved. Name badges must be worn by exhibitor representatives during set-up, Exhibit Hall hours, and tear down times. CLA's exhibitor registration admits exhibitors to select General Sessions, Intensive Training Institutes (additional fee), and special events (meal functions and tours are excluded).

**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 6, 2011**. If written or faxed notification is received by CLA after September 6, 2011, but before **December 1, 2011**, CLA will refund **50%** of the total exhibitor fees. If written or faxed notification is received after December 1, 2011, there is no refund.

**8. Default of Occupancy.** Any exhibitor failing to occupy any space contracted for but not canceled, by 4:00 pm, Tuesday, April 10, 2012, 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 Rosen Shingle Creek Hotel, 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 Rosen Shingle Creek Hotel, 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 Rosen Shingle Creek Hotel and its employees and agents. In addition, exhibitor acknowledges that neither CLA nor Rosen Shingle Creek Hotel 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 Florida sales taxes. The exhibitor hereby indemnifies CLA from any and all liability related to the State of Florida or County sales taxes or required licenses that result from exhibitor's appearance at CLA.

**16. Security.** Although CLA seeks 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. The security that 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. 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.

**20. 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.

**21. 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.

**22. 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.

**23. 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.

**24. 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.

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

**26. Booth Selection Process.** Space will be assigned beginning October 1, 2011, 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.

Priority criteria depend on the following factors:

- The number of years the exhibitor has been a member of Christian Leadership Alliance
- The number of years the exhibitor has exhibited at the Christian Leadership Alliance National Conference
- The amount of space the exhibitor had at the 2011 Christian Leadership Alliance National Conference
- The number of years the exhibitor has been a sponsor at the Christian Leadership Alliance National Conference

Paid registrations received on or after October 1, 2011, will be assigned by order of date received.

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

**28. 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.

