

# CLAS CONVENTION EXHIBIT/PARTNER CONTRACT

926 Pelham Street \* P.O. Box 428 \* Montgomery, Alabama 36101-0428  
(334) 265-3610 or 1-800-239-3616  
Fax (334) 265-3611  
www.clasleaders.org



**Join Us!**  
**June 13-15, 2021**  
**Birmingham Jefferson  
Convention Complex**  
**Birmingham, AL**

## **The Largest Gathering of School Leaders in Alabama**

### ***Affiliate Associations***

Alabama Association of Elementary School Administrators  
Alabama Association of Secondary School Principals  
School Superintendents of Alabama  
Alabama Association of Middle School Principals  
Alabama Association for Supervision and Curriculum Development  
Alabama Child Nutrition Directors  
Alabama Association for Prevention, Attendance and Support Services  
Alabama Council of Administrators of Special Education  
Association of Career Technical Administrators  
Alabama Association of School Personnel Administrators  
Alabama Leaders Advocating for English Learners  
Alabama Association of 504 Coordinators

## **AN INVITATION TO EXHIBITORS**

You are invited to join more than 1,000 school leaders at the 50th Annual Convention of the Council for Leaders in Alabama Schools. The CLAS Convention has become the largest meeting of school leaders in Alabama, and this year it will be held June 13-15, 2021, at the Birmingham Jefferson Convention Complex in Birmingham, AL.

In the two days of exhibiting, you will meet the educational leaders in Alabama, expand your network of contacts, display and demonstrate your products and services, and concentrate your marketing efforts on a receptive audience.

CLAS works hard to make your visit with us worthwhile! You are an extremely important part of our convention, and we want you back each year. CLAS is proud that our convention has grown – and we attribute much of this success to our exhibitors.

**Once your contract and payment have been received**, CLAS will confirm your exhibit space. Please note your booth assignment is on a first come, first served basis.

Thank you for your continued support of CLAS!

*Starr Wilson*

Starr Wilson  
Coordinator of Membership and Affiliated Services

# EXHIBIT BOOTH SERVICES ORDER INFORMATION

## Exhibit Booths Include:

- 10' x 10' booth space
- 6' draped table
- 2 chairs
- Wastebasket
- Company signage
- Complimentary WiFi in exhibit hall is provided by CLAS

## Shipping and Special Booth Needs:

**Veal Convention Services**  
**(800) 844-8325**

**To place an order:**  
[orders@vealco.com](mailto:orders@vealco.com)

**Note:** Shipping booth materials, extra tables, carpeting, etc. must be contracted through Veal Convention Services.

**Exhibit Hall floor is NOT Carpeted: Contact Veal Convention Services**

**Booth electricity MUST be contracted with: BJCC**

## Service Orders:

- Electrical hook-ups

**BJCC**  
**Bobby Breedlove**  
**205-623-9589**  
**Bobby.breedlove@bjcc.org**

- Telephone hook-ups

Digital and Analog (limited quantities) are available. See order form.

- Internet -**Provided by CLAS**

## Contact for Electrical Needs:

**Will be available soon**

## How to Order:

**BJCC**  
**Bobby Breedlove**  
**205-623-9589**  
**Bobby.breedlove@bjcc.org**

**No exhibitor will be permitted to place equipment in exhibit hall until full payment for booth rental has been received.**



# BENEFITS OF CLAS PARTNERSHIP

- Complimentary subscription to the *CLAS School Leader Magazine*
- Advertising opportunities
- Sponsorship opportunities for CLAS functions
- CLAS membership mailing list to over **3,800 members** (provided upon request)
- Recognition in the *CLAS School Leader Magazine*
- CLAS partnership listing at [www.clasleaders.org](http://www.clasleaders.org)
- Exhibit space at the CLAS Summer Convention
- Convention attendees contact information (provided upon request)

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities are available. Many companies are taking advantage of customized partnerships with CLAS and the eleven affiliates we serve. Please contact Dr. Vic Wilson ([vic@clasleaders.org](mailto:vic@clasleaders.org)), CLAS Executive Director, or Starr Wilson ([starr@clasleaders.org](mailto:starr@clasleaders.org)) for details. Opportunities include, but are not limited to the following:

- Access members through various sponsoring/exhibiting opportunities, thereby building and deepening relationships
- Access to varied affiliate volunteer advisory panels/groups through sponsored dinner(s), meeting(s), and etc. arranged/organized/scheduled by CLAS staff.
- Marketing Support
  - first opportunity privileges for key sponsorships (awards programs, professional learning programs, etc.)
  - prominent signage at targeted events
  - exhibit booth (if desired) at CLAS and affiliate sponsored conferences
  - company logo placement on website
  - link to company website
  - advertisements in select publications
  - opportunity to submit presenters for consideration to be included in CLAS PLU applications
  - opportunity to submit articles for consideration to be published in CLAS publication
  - opportunities to meet/network with CLAS and affiliate boards and officers
  - access to CLAS member mailing list
  - targeted member cosponsored events
- Advice, support, and counsel regarding products and services and conducting business in Alabama
- Advice and counsel regarding building relationships with other education entities in Alabama

# RULES, REGULATIONS AND INSTRUCTIONS

COUNCIL FOR LEADERS IN ALABAMA SCHOOLS

Exhibitor Dates - June 13-15, 2021

Birmingham Jefferson Convention Complex

1. **BOOTHS:** Booth assignments will be made on a first come, first served basis, determined by receipt of application and accompanying payment.
2. **USE OF SPACE:** Subletting of space is PROHIBITED. NO exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, or exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of business, nor permit any firm not exhibiting to solicit business or take orders in his place. Sound equipment may be used for demonstration only. The use of sound or music for attracting attention is prohibited.
3. **ABSENCE OF LIABILITY:** CLAS DOES NOT carry insurance covering exhibits, and does not assume any responsibility for damage arising from fires, lightning, smoke, civil commotion, or safety of property from theft. It is expressly understood that the exhibitor assumes all risks relating to participation in the exhibition.
4. **TERMS OF PAYMENT:** There is a rental charge of **\$900.00 for one booth and \$500.00 for each additional booth (this price includes partnership and exhibit booth)**. This includes five (5) badges for your group. All representatives must wear a CLAS name badge. **NO REFUND** will be made for cancellations. Exceptions to the refund policy will only be offered in the event of a complete convention cancellation or transition to a fully virtual convention. **No exhibitor will be allowed to place equipment in the exhibit hall until full payment of the booth rental is received prior to the meeting date.** Checks should be made payable to CLAS.
5. **CONDUCT OF BUSINESS BY EXHIBITORS:** Because of certain IRS regulations, the sale of the article for delivery on the premises is discouraged. Sale for future delivery of products is permitted and encouraged.
6. **SET UP AND EXHIBIT HOURS:** Set up time is **3:00 p.m. to 6:00 p.m.** on Sunday, **June 13**. The exhibit hall will open at **6:30 a.m.** for exhibitor orientation on Monday, **June 14**, and close at **4:30 p.m.** On Tuesday, **June 15** the exhibit hall will open at **7:00 a.m.** and close at **11:30 a.m.** All materials must be removed from the exhibit hall by **1:30 p.m.** on Tuesday, **June 15**. **Exhibitors are required to be present during these times.**
7. **REGISTRATION:** Registration for convention attendees as well as refreshment breaks and specific meals will be in the exhibit halls. This is intended to generate additional activity in these areas as we anticipate over 1000 principals/administrators to attend our annual convention.

**ALL VENDORS, EXHIBITORS, OR SOLICITORS ATTENDING THE CLAS SUMMER CONVENTION ARE REQUIRED TO PURCHASE A BOOTH AND WEAR CLAS NAME BADGES. THIS REQUIREMENT IS TO ENSURE FAIRNESS TO ALL OUR EXHIBITORS. PLEASE CONTACT THE CLAS OFFICE IF ADDITIONAL INFORMATION IS NEEDED.**

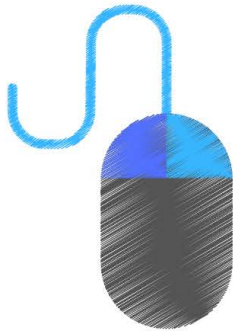
# CONTRACT FOR PARTNERSHIP AND EXHIBIT SPACE

COUNCIL FOR LEADERS IN ALABAMA SCHOOLS

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Birmingham Jefferson Convention Complex

**EXHIBITOR AGREEMENT:** The undersigned hereby authorizes the Council for Leaders in Alabama Schools to reserve exhibit space in the Birmingham Jefferson Convention Complex for use by your company/organization during the 2021 CLAS Summer Convention. The undersigned agrees to abide by the Exhibition Rules and Regulations and to all conditions under which exhibit space is leased and ensures that all representatives working in the space are aware of the terms, conditions, and rules pertaining to the exhibition. I have read and agree to all Exhibition Rules and Regulations.



**Click here to register  
booth space.**

## Hotel Reservations:

For room reservations, visit  
<https://convention.clasleaders.org/hotels.html>

## SUBMIT PAYMENT AND CONTRACT TO:

MAIL	EMAIL	FAX
CLAS P.O. Box 428 Montgomery, AL 36101	Starr Wilson starr@clasleaders.org	Starr Wilson 334-265-3611

For additional information contact Starr Wilson  
800-239-3616

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