



## 75th ANNUAL CONFERENCE EXHIBITOR APPLICATION and AGREEMENT FORM

You, \_\_\_\_\_ ("Exhibitor"), have agreed to contract for exhibit space at the Literacy Research Association (LRA) 75th Annual Conference, December 3 – December 6, 2025. By signing this agreement, and returning it by **Monday, October 6, 2025**, Exhibitor agrees to strictly abide by and comply with the LRA Exhibitor Rules and such other rules, regulations, and requirements of LRA Conference/Headquarters Staff and the space allocated to you at Planet Hollywood Las Vegas Resort & Casino, Las Vegas, NV.

**In consideration of your full and satisfactory performance as required by this Agreement and full payment of \$1,500.00, you will receive up to two (2) conference registrations, up to two (2) - 6-foot, skirted tables and two (2) chairs, or you may utilize your own prefabricated exhibit booth, size not to exceed 10' x 10' x 12'.**

***\*\*Please Note: LRA allows only research monographs, edited books of research, theoretical works, or books targeting pre-service or in-service teacher education audiences. LRA does NOT allow the display of any materials that are designed to be used by K-12 or adult literacy teachers with students. The audience for publishers at the LRA Conference is composed of researchers, not teachers or practitioners.***

### Exhibitor Rules

**Exhibitor-Authorized Representative.** Exhibiting company must name (1) ONE authorized representative to LRA Conference/Headquarters Staff for all matters related to the installation, operation and removal of Exhibitor's exhibit and property. Each company is allowed up to one (1) complimentary representative. Additional representatives will need to register for the Conference. All Exhibitors will be issued a conference name badge, but will not be authorized to participate in sessions or food functions held by LRA.

**Exhibitor Conduct.** Exhibitor shall comply at all times with these Exhibitor Rules, and all laws, rules, regulations, ordinances, building and safety codes, good judgment and/or common sense, and other requirements pertinent to the use of the Hilton Atlanta facilities during LRA's conference. In the event LRA Conference/Headquarters Staff determines that the Exhibitor is engaged in or permitting activity, or is displaying, broadcasting or permitting display or broadcast of any item, content, or information contrary to the best interests of LRA, or which appears to be unlawful, improper or unethical, LRA Conference/Headquarters Staff, in its sole and absolute discretion, may remove all of Exhibitor's booth and property or any part thereof at Exhibitor's sole cost, expense and risk, and without liability for any damages or loss caused by such action. Only the identified Exhibitor is permitted to utilize the Exhibitor's allocated space to display, solicit prospects, and sell and promote products or services.

**Shipping.** Exhibitor shall be responsible for the delivery of all booth materials to the meeting site. LRA will not be responsible for storage fees of Exhibitor materials prior to the meeting. Therefore, all Exhibitor materials must be shipped to the meeting site in care of the Exhibitor and/or their Representative. Crates or boxes must not be addressed to the LRA Conference/Headquarters Staff or LRA. Specific shipping instructions will be provided in your exhibitor confirmation email.

**Space Assignment.** LRA Conference/Headquarters Staff shall assign each Exhibitor a certain space for a booth and reserves the right to change location and space assignments as may be necessary in its sole and absolute discretion.

**Installation and Removal.** LRA Conference/Headquarters Staff shall determine the time for booth set-up (Tuesday, December 2, after 1:00 p.m. EST) prior to the start of the conference and the time for removal (Saturday, December 6, 10:30 a.m. EST) following conclusion of the conference. The failure to utilize allocated and/or assigned space by Exhibitor shall not entitle Exhibitor to a refund, and such unused space may be otherwise utilized or allocated by the LRA Conference/Headquarters Staff's sole and absolute discretion, but not to the detriment of the Exhibitor.

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**Activities.** All Exhibitor activities, distribution and display of information, circulars, and promotional materials must be confined to the limits of Exhibitor's booth with the exception of approved materials submitted for distribution in conference registration materials. Any promotional activities that would include an author or a book signing should not be scheduled during session and plenary times. Similarly, if author signings are advertised, please ensure that such events will not overlap with the regularly scheduled sessions and plenary events.

**Right of Entry Inspection.** LRA Conference/Headquarters Staff shall have the right at any and all times to enter and inspect allocated space, Exhibitor's exhibit and display, and exhibit area occupied by Exhibitor or otherwise to review and inspect the exhibit, display and Exhibitor's materials.

**Storage.** All supplies, equipment, property, handouts, promotional literature and materials, samples, and the like must be confined to the Exhibitor's booth. Packing crates and boxes may not impede the flow of traffic in the exhibit space and must be neatly stowed. Exhibitor has and retains sole and exclusive responsibility for the condition, placement and use of crates and boxes, and all materials, equipment, displays, literature, supplies, handouts, items, and samples which it owns or uses. There will be no security in the exhibit hall. LRA asks that you please make every effort to secure your belongings for the duration of the conference. Neither the hotel or LRA will be responsible for any loss.

**Cancellation by Exhibitor.** Exhibitor fully acknowledges and agrees that LRA will sustain losses and damage if Exhibitor cancels its reservation of exhibit space. Exhibitor agrees and accepts that accurately determining all of the resultant losses and damage caused by Exhibitor cancellation will be exceedingly difficult, and Exhibitor therefore agrees to forfeit the full Exhibitor Fee of \$1,500.00 in the event Exhibitor cancels all or part of its reservation for exhibit space on or within 30 days of start of Conference (November 3, 2025).

**Exhibit Hall Hours.** The exhibit hall will be open during the following times (subject to change):

Tuesday, December 2, 2025	Exhibit Hall Set-Up	1:00 pm – 5:00 pm
Wednesday, December 3, 2025	Exhibit Hall Open	7:00 am – 6:00 pm
Thursday, December 4, 2025	Exhibit Hall Open	7:00 am – 7:00 pm
Friday, December 5, 2025	Exhibit Hall Open	7:00 am – 9:00 pm
Saturday, December 6, 2025	Exhibit Hall Open	7:00 am – 3:00 pm
	Exhibit Hall Teardown	10:30 am – 3:00 pm

**Accepted and Agreed by:**

Exhibitor Organization: \_\_\_\_\_

Pre-Conference

Contact Name: \_\_\_\_\_ Onsite Representative: \_\_\_\_\_

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

City, State, and Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Contact's E-mail: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment Information:**

☐ Check Enclosed (Please make payable to Literacy Research Association)      ☐ Visa      ☐ MasterCard      ☐ AmEx

Credit Card # \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Credit Card Billing Address: ☐ Same as Above

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

City/State/Zip: \_\_\_\_\_

If you have any questions or require any assistance, please contact LRA by email at [lrahq@literacyresearchassociation.org](mailto:lrahq@literacyresearchassociation.org), or by phone at 706-443-1334.

