

# EXHIBITOR & SPONSOR PROSPECTUS



THE **CLSA-NALS CONFERENCE**

# GREATEST

# Show



**MARCH 25-28, 2023**

**SILVER LEGACY**

**RENO, NEVADA**

# Rules, Regulations, & Instructions

## SPACE CONTRACTS

A copy of the application contract for exhibit space is enclosed. In applying for space, return a copy of the contract with payment to the Associations. The Associations reserve the right to decline any application or prohibit any exhibit. If the application contract is accepted by the Associations, a notice indicating such acceptance will be returned to you. Considered in the assignment of space will be the order in which fees are received, sustaining membership in the Associations, and the amount of space available. You can visit the conference website at: [PLSeducation.org](http://PLSeducation.org) to view the exhibit layout and booth assignments.

## TERMS OF PAYMENTS

\$1495 for each booth (includes 2 booth representatives) for all exhibitors to cover the cost of space must be forwarded with the application contract for space. No refund will be made for cancellations. In the event the application for exhibit space is declined, all monies previously deposited for such space will be refunded to the applicant. Please be certain your address is correct and complete, including postal zip, telephone, and e-mail.

## EXHIBIT SET-UP AND HOURS

The exhibits may be set up between 12:00 pm and 5:00 pm on Saturday, March 25<sup>th</sup>. Exhibit Hall opens Sunday, March 29<sup>th</sup>. Exhibit Hours will be 8:00 am to 7:30 pm on Sunday, March 26<sup>th</sup> and 8:00 am to 5:00 pm on Monday, March 27<sup>th</sup> and 8:00 am to 10:30 am on Tuesday, March 28<sup>th</sup>. Exhibits may be removed between 10:30 am and 12:00 pm on Tuesday, March 28<sup>th</sup> (no earlier break down of exhibits will be permitted). Exhibitors will have access to the microphone in the Exhibit Hall during the 10:00 am break on Tuesday, March 28<sup>th</sup> to hold booth raffles.

## ARRANGEMENTS FOR DISPLAY

Exhibitors are required to arrange their displays so as not to obstruct the general view or conceal other exhibits. Background heights may extend out a maximum of three feet from the back of booth toward the aisle. Any extension toward the aisle beyond this point should be no more than four feet high. No special signs, apparatus, etc., will be permitted to extend more than eight feet above the floor and no interference with light or space of other exhibits will be allowed. Illuminated signs must be placed near the back wall of the booth.

## REGISTRATION

Each exhibitor will receive two exhibit registrations for two representatives. Exhibit registration includes access to exhibit hall, ticket for the Icebreaker Reception (Sunday), tickets for Sunday & Monday lunches, and ticket to the Scholarship Auction Dinner (Monday). Each additional representative is required to register and will be charged an extra exhibitor representative registration fee of \$350.

## BOOTH EQUIPMENT AND SERVICES

Alliance is the official decorator for the conference. Booth equipment consists of an eight-foot high by ten-foot wide back wall and three-foot high side divider draperies, including one 7" by 44" exhibitor identification sign, one six-foot draped table, two chairs, and wastebasket. Electrical is not included and must be contracted through the hotel audio visual department directly. Additional equipment and services are available on a rental basis from Alliance, whose exhibitor service forms will be forwarded directly to you. These should be completed and returned promptly, if applicable.

## FREIGHT HANDLING

Alliance has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move in and move out of the exhibition. Alliance will not be responsible, however, for any materials they do not handle. Full-time employees of exhibiting companies may hand-carry their exhibit booth and material provided the total weight is 200 pounds or less and it can be accomplished in no more than one trip without the use of a dolly. Exhibitors may not use the docks – Alliance will have complete control of the loading docks at all times.

## NON-EXHIBIT HOURS

Exhibit hall will be locked during non-exhibit hours. The Associations will not be responsible for any personal injury to the exhibitor, their employees, or agents or for the safety of exhibits against robbery or damage by fire, accidents, or other causes.

## CARE OF BUILDING

Exhibitors will be held responsible for any damage done to the building by them, their agents, or employees. Walls, woodwork, or floor of the building must not be defaced or altered in any manner whatsoever. Tacking, taping or nailing of signs, banners, etc., to any permanent walls or woodwork or beyond limits of any background is prohibited.

## LIABILITY

The exhibitor agrees to indemnify and hold harmless the Associations from, on, and against any and all liability and expenses for personal injury and property damage or loss arising from or out of the use by the exhibitor of its exhibit space or its activities in connection therewith.

## HOTEL INFORMATION

Silver Legacy Resort & Casino  
407 N Virginia St, Reno, NV 89501

**Group Code:** NALS23

**Special Rates:** \$118 Fri/Sat \$62 Sun-Tue

Add \$10 for two queen beds

\$30 Resort Fee includes internet resort wide

**Cut-off Date:** February 24th

*Book early, block will sell out!*

Book room online at [PLSeducation.org](http://PLSeducation.org)

# Preliminary Program

## SATURDAY, MARCH 25, 2023

8:00 AM - 5:00 PM	PRE-CONFERENCE WORKSHOPS
12:00 PM - 5:00 PM	EXHIBITOR MOVE-IN (ALL BOOTHS MUST BE SETUP BY 5:00 PM)
6:00 PM - 9:00 PM	NALS ANNIVERSARY GALA & CLSA EDUCATION FOUNDATION BOWLING

## SUNDAY, MARCH 26, 2023

8:00 AM - 9:00 AM	OPENING CEREMONIES/KEYNOTE/EXHIBITOR PRESENTATIONS USE THE EXHIBIT BOOTH CONTRACT TO SIGN-UP FOR PRESENTATION
9:00 AM - 9:30 AM	RIBBON CUTTING – EXHIBIT HALL OPENING – BREAK
9:00 AM - 7:30 PM	EXHIBIT HALL OPEN
9:30 AM - 5:00 PM	CONFERENCE SESSIONS
11:30 AM - 1:00 PM	LUNCHEON
5:00 PM - 7:30 PM	ICEBREAKER RECEPTION IN THE EXHIBIT HALL

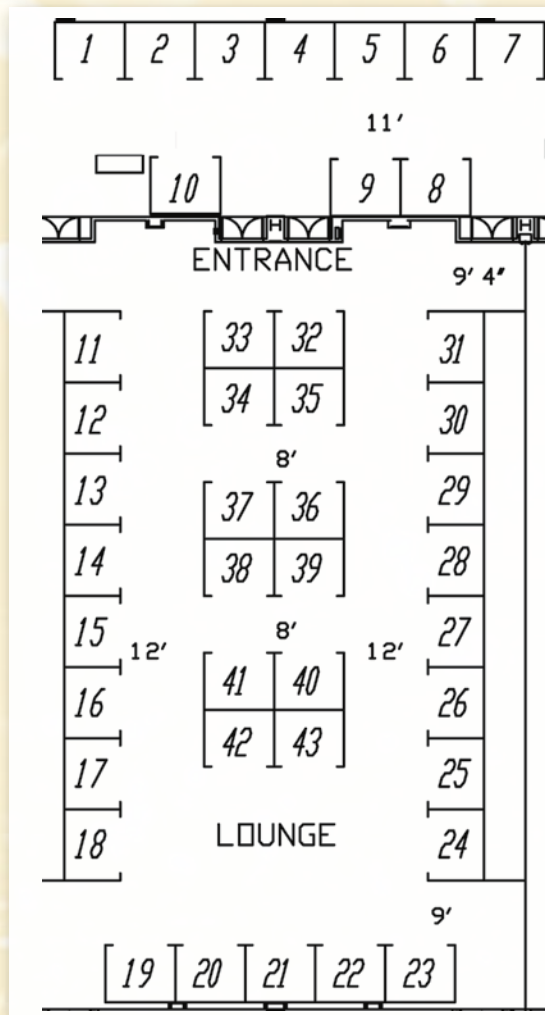
## MONDAY, MARCH 27, 2023

8:00 AM - 5:00 PM	EXHIBIT HALL OPEN
8:30 AM - 5:00 PM	CONFERENCE SESSIONS
12:00 PM - 1:30 PM	LUNCHEON
6:00 PM	DINNER AND SCHOLARSHIP AUCTION

## TUESDAY, MARCH 28, 2023

8:30 AM - 12:00 PM	CONFERENCE SESSIONS
8:00 AM - 10:30 AM	EXHIBIT HALL OPEN
10:00 AM - 10:30 AM	EXHIBITORS CONDUCT BOOTH RAFFLES – RECOGNITION OF EXHIBITORS BY ASSOCIATION PRESIDENTS – EXHIBITS BREAKDOWN AT 10:30 AM (NO EARLY BREAKDOWN)
12:00 PM - 12:30 PM	CLOSING CEREMONIES

# Exhibit Hall Floorplan



CURRENT LIST OF EXHIBITORS AND  
BOOTH ASSIGNMENTS FOUND ON THE  
CONFERENCE WEBSITE:

***PLSEEDUCATION.ORG***

THE CLSA-NALS CONFERENCE

**GREATEST** *Show*  
MARCH 25-28, 2023 RENO, NEVADA



## EXHIBIT SCHEDULE

### SATURDAY, MARCH 25

12:00 PM - 5:00 PM EXHIBIT SETUP

### SUNDAY, MARCH 26

8:00 AM OPENING/EXHIBITOR PRESENTATIONS  
9:00 AM - 7:30 PM EXHIBIT HALL OPEN/RECEPTION

### MONDAY, MARCH 27

8:00 AM - 5:00 PM EXHIBIT HALL OPEN

### TUESDAY, MARCH 28

8:00 AM - 10:30 AM EXHIBIT HALL OPEN  
10:00 AM RAFFLES, EXHIBITOR RECOGNITION  
10:30 AM EXHIBITORS BREAKDOWN

*Times subject to change.  
Final schedule confirmed in January 2023.*

# Contract for Exhibit Space 2023 CLSA-NALS Conference

We, the undersigned, with the intent to be legally bound, hereby agree to rent exhibit space to be used for display purposes at the CLSA-NALS Conference to be held on March 25-28, 2023 at the Silver Legacy in Reno, Nevada. **PAYMENT MUST ACCOMPANY CONTRACT IN ORDER TO SECURE SPACE (copy of checks are not accepted as payment) CREDIT CARDS WILL BE PROCESSED IMMEDIATELY.**

## WE AGREE THAT:

1. All the provisions of the rules, regulations, and instructions, as published in the official prospectus, shall be part of this contract.
2. \$1495 Payment per booth is accompanied with this contract or space will not be assigned.
3. Exhibits will be set up between the hours of 12:00 pm and 5:00 pm on Saturday, March 25th.
4. Exhibits shall be closed and removed between the hours of 10:30 am and 12:00 pm on Tuesday, March 28th.  
**No early breakdown will be permitted.**
5. Local union help may be mandatory. (Please contact the decorator for local rules.)

## EXHIBIT LOCATION: PLEASE INDICATE YOUR BOOTH PREFERENCE BELOW

1<sup>st</sup> CHOICE \_\_\_\_\_ 4<sup>th</sup> CHOICE \_\_\_\_\_  
2<sup>nd</sup> CHOICE \_\_\_\_\_ 5<sup>th</sup> CHOICE \_\_\_\_\_  
3<sup>rd</sup> CHOICE \_\_\_\_\_ 6<sup>th</sup> CHOICE \_\_\_\_\_

## LIST THE COMPANIES YOU DO NOT WANT TO BE ADJACENT TO, AND EVERY EFFORT WILL BE MADE TO OBLIGE YOU.

\_\_\_\_\_

## EXHIBITOR INFORMATION

FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

THE FOLLOWING PERSON(S) WILL BE OUR EXHIBITOR REP(S) AT THE CONFERENCE:

**You are entitled to two (2) Representatives per booth. (Print name as you wish it to appear on name badge)**

(1) \_\_\_\_\_ EMAIL \_\_\_\_\_

(2) \_\_\_\_\_ EMAIL \_\_\_\_\_

**I WILL MAKE A 3 MINUTE PRESENTATION DURING OPENING CEREMONIES (Limited Availability. First-come, First-served.)**

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**METHOD OF PAYMENT:**  Check (Payable to CLSA-NALS Conference)  VISA  MasterCard  
Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_  
Name (as it appears on card) \_\_\_\_\_ Signature \_\_\_\_\_  
Billing Zip Code (if different from above) \_\_\_\_\_

# Sponsorship Opportunities

We are offering more opportunities than ever before to showcase and help promote our sponsors. Check out the listings below to see what best represents your company and your products.

**THESE EXCITING OPPORTUNITIES ARE LIMITED.  
MAXIMIZE YOUR VISIBILITY FOR YOUR COMPANY!  
DON'T MISS THIS CHANCE TO SECURE ONE OF THESE EXCLUSIVE SPONSORSHIP OPPORTUNITIES!**

***ALL SPONSORSHIPS ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.***

	<b>GOLD 1 Available</b>	<b>SILVER 5 Available</b>	<b>BRONZE</b>	<b>BOOTH</b>
	<b>\$6,000</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,495</b>
Number of exhibit spaces	2	1	1	1
Number of tickets	6	4	2	2
Logo on Conference signage	top billing	logo	text listing	
Conference program	250x250 Ad	logo	text listing	text listing
Association Magazine Wrap-up Issues	250x250 Ad	logo	text listing	
Logo in Conference eBlasts	250x250 Ad/link	logo/link	text listing	
Social Media Posts	3 (minimum)	1 (minimum)		
Listing on Conference website	250x250 Ad/link	logo/link	text listing	text listing
Verbal acknowledgement at Conference	✓	✓	✓	
Attendee List Sent After the Conference	✓	✓	✓	

	<b>Sponsor a Student</b>	<b>Luncheon 3 Available</b>	<b>Icebreaker Reception</b>	<b>Scholarship Auction / Dinner</b>	<b>NALS 50th Gala Dinner</b>	<b>Refreshment Break</b>
	<b>\$350</b>	<b>\$2,000</b>	<b>\$2,500</b>	<b>\$4,000</b>	<b>\$2500</b>	<b>\$500</b>
Logo on Conference signage		✓	✓	✓	✓	✓
Company logo on event ticket		✓	✓	✓	✓	
Listing on Conference website	✓	✓	✓	✓	✓	✓
Recognition in magazines wrap-up issues	✓	✓	✓	✓	✓	✓
Verbal acknowledgement at Conference		✓	✓	✓	✓	

THE **CLSA-NALS CONFERENCE**  
**GREATEST**  
MARCH 25-28, 2023 RENO, NEVADA



# 2023 CLSA-NALS Conference Sponsorship Application

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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

- ~~GOLD SPONSOR~~ ..... \$6,000
- SILVER SPONSOR (5 1 AVAILABLE)..... \$3,000
- BRONZE SPONSOR ..... \$2,000
- LUNCHEON SPONSOR (3 AVAILABLE)..... \$2,000
- ICEBREAKER RECEPTION (EXCLUSIVE) ..... \$2,500
- SCHOLARSHIP AUCTION / DINNER (EXCLUSIVE) ..... \$4,000
- ~~NALS 50TH ANNIVERSARY GALA DINNER (EXCLUSIVE)~~ ..... \$2,500
- ~~NAME BADGE WALLET (EXCLUSIVE)~~ ..... \$2,500
- REFRESHMENT BREAK (7 2 AVAILABLE) ..... \$500
- STUDENT SPONSORSHIP ..... \$350

***ALL SPONSORSHIPS ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.***

**METHOD OF PAYMENT:**     Check (Payable to CLSA-NALS Conference)     VISA     MasterCard

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

Please e-mail logo in EPS or PNG format to:  
conference@PLSeducation.org

**CLSA-NALS CONFERENCE OFFICE**  
526 SOUTH E STREET  
SANTA ROSA, CA 95404

Phone: (888) 994-3510  
Fax: (707) 578-4406  
E-mail: conference@plseducation.org