

The Association for Theatre in Higher Education(ATHE)

**Invites you to Exhibit or Advertise
at the ATHE Annual Conference**

August 3 - 6, 2010

**Hyatt Century Plaza Hotel
Los Angeles, CA**

THEATRE ALIVE: THEATER, MEDIA AND SURVIVAL

**THEATRE IN HIGHER EDUCATION HAS NEVER BEEN AT A MORE
PRECARIOUS POINT. ECONOMIC CHALLENGES FACE ALL OF HIGHER
EDUCATION AND THE ARTS ARE OFTEN THE FIRST TO SUFFER
SIGNIFICANT CUTS AND EVEN ELIMINATION. WHILE THEATRE
EDUCATORS TAKE PRIDE IN THE INTERDISCIPLINARY NATURE OF OUR
DISCIPLINE, THEATRE PROGRAMS HAVE OFTEN OPERATED AS
RELUCTANT PARTNERS OF, OR SEPARATE FROM, PROGRAM THAT
TEACH MEDIA ARTS. IN AN ERA OF DWINDLING RESOURCES, HOW DO
WE KEEP OUR FIELD VITAL AND ALIVE TO OUR STUDENTS, EMBRACE
OUR PARTNERS IN RELATED MEDIA AND OTHER FIELDS, AND
STRENGTHEN THE SIGNIFICANCE AND IMPACT OF THEATRE ACROSS
THE ACADEMIC LANDSCAPE?**

**ATHE 2010 Annual Conference – August 3-6, 2010
Hyatt Century Plaza Hotel – Los Angeles, CA**

Join ATHE in Los Angeles for the 2010 Conference, “Theatre Alive: Theater, Media and Survival.” For 2009 Exhibitors returning to the ATHE Annual Conference, a \$50 discount on each Exhibit booth space will apply.

Exhibitor Benefits include:

- 1) One free conference registration**
- 2) List of Conference participants**
- 3) Listing in promotional brochure with March 1 Application**
- 4) Listing of all Exhibitors in Onsite Program Book**

Exhibitor Costs:	Early Bird (Before 3/31/2010):	On/After 4/1/2010:
	\$525 College/University	\$625 College/University
	\$625 Other Nonprofits	\$725 Other Nonprofits
	\$775 For-Profit Exhibitors	\$875 For-Profit Exhibitors
Exhibitor Fee Includes:	1 Six Foot Table, Two Chairs, Wastebasket, Sign, 8 x 10 Pipe and Drape	

The Exhibit Floor Plan will follow via email and will be available at www.athe.org/conference in early September. Pre-assigned booths will be given similar locations in the revised plan.

ATHE will contract with a professional decorating company that will provide pre-show and onsite assistance to all exhibitors. An exhibition kit will be mailed approximately 8 weeks before the conference.

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An **Onsite Program Book** is provided to all conference attendees, and includes:

- A complete schedule of educational sessions
- A listing of special events
- Awards ceremonies and recipients
- Organizational affiliation of presenters

Conference attendees *use the Onsite Program Book as their guide* throughout the intensive days of workshops, panel presentations and special performances. Your best outreach to attendees is through this useful conference tool.

All 2009 Advertisers who purchase ad space in the 2010 Onsite Program Book qualify for a \$50 discount on the price list below.

Send application and fees to ATHE, 5324 Deer Creek Ct., Boulder, CO 80301. Advertisements must be received at the above address no later than June 1, 2010. Contact ATHE with questions about your ad at (888) 284-3737; (303) 530-2167; fax (303-530-2168; nericksn@aol.com

Advertising Rates

Reserve a space to promote your company’s products and/or services to this broad audience of theatre artists and theatre administrators and educators In higher education.

Type	Size	Cost
¼ page	3 ½ x 5 “	\$ 450
½ page	7” x 5”	\$ 600
Full Page	7”x 10”	\$ 800
Inside Front Cover	7” x 10”	\$ 1,000
Inside Back Cover	7” x 10”	\$ 1,000
Back Cover	7” x 10”	\$ 1,500

Camera Ready Art work Must Be Submitted by June 1, 2010, to
ATHE, 5324 Deer Creek Ct., Boulder, CO 80301

**ATHE 2010 Annual Conference – Hyatt Century Plaza Hotel – Los Angeles, CA
August 3 - 6, 2010
Exhibitor/Advertiser Application Form**

Please copy this form if you have multiple Representatives for onsite; 5 Exhibit Floor Only Badges may be provided. One Full Conference Registration Badge is complimentary. Additional Full Conference Registrations may be available at a reduced price for Exhibitors only (\$150 each).

Contact (Mailing):
Contact (Onsite):
Company:
Address:

Phone: _____ Fax: _____ Email: _____

Principal product/service to be exhibited:

Indicate 1st, 2nd and 3rd choice for booth location (see floor plan inside)

1st _____ 2nd _____ 3rd _____

Exhibitors which you prefer not to be located near:

Check the type of booth:

- | | |
|---|---|
| <input type="checkbox"/> For-Profit (\$775 by 3/31/10) | <input type="checkbox"/> For-Profit (\$875 after 4/1/10) |
| <input type="checkbox"/> Non-Profit (\$625 by 3/31/10) | <input type="checkbox"/> Non-Profit (\$725 after 4/1/10) |
| <input type="checkbox"/> College/University(\$525 by 3/31/10) | <input type="checkbox"/> College/University(\$625 after 4/1/10) |

(2009 Exhibitors receive a \$50 discount off each exhibit booth space.)

Check appropriate box for Advertising:

- | | |
|--|---|
| <input type="checkbox"/> 1/4 page (\$450) | <input type="checkbox"/> 1/2 page (\$600) |
| <input type="checkbox"/> Full page (\$800) | <input type="checkbox"/> Inside Front Cover (\$1,000) |
| <input type="checkbox"/> Inside Back Cover (\$1,000) | <input type="checkbox"/> Back Cover (\$1,500) |

(2009) advertisers receive a \$50 discount off any ad size.)

Payment:

Please reserve No. (#) _____ booth(s) for ATHE 2010 Conference; _____ page advertisement

Enclosed is a check in the amount of \$

Charge the payment to Credit Card: / / Mastercard / / Visa // American Express

Card #: _____ Expiration date:

Name on the Card:

Signature: By signing this agreement, I acknowledge that I (we) will adhere to the terms on the reverse side of this agreement.
(Credit Cards will be processed by CCC, Inc., Conference managers.)

Mail or fax Application to: ATHE
 P.O. Box 1290
 Boulder, CO 80306-1290 (888) 284-3737 or (303) 530-2167
 Fax: (303) 530-2168

Terms and Conditions

The following rules and regulations become binding upon acceptance of this contract between applicant, his employees and agents, and the Association for Theatre in Higher Education (ATHE), the exhibition manager and any additions and amendments thereto that may after be established or put into legal effect by the management.

Space Assignment

Space will be assigned to all applicants on a first-come, first-served basis, in the order in which applications are received. Every effort will be made to assign the exhibitor to one of his/her chosen spaces; however, the exhibition manager reserves the right to make final space assignments or change space assignments after acceptance of the applications, should it be necessary and/or in the best interest of the exhibition.

Payment and Cancellation

- A. All applications for space must be accompanied by full payment. Applications failing to comply will necessarily be delayed in processing and assignment of space.
- B. Exhibitors canceling must notify Manager in writing by May 1, 2009.
- C. Exhibitors who cancel will receive a 75% refund only in the event that the vacated space can be sold to another exhibitor.

Service Order Kit

A Service Order Kit containing general and technical information regarding the exhibition, the facilities of the exhibition site, and pertinent information, instructions and rates regarding the services of the official contractors will be provided to exhibitors in good standing approximately eight weeks before the conference.

Shipping/Handling and Receipt of Freight

The Official Dreyer for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Service Order Kit. Shipment of exhibit materials, whether by motor freight (common carrier) or air, should be forwarded in accordance to the specific instructions given by the Official Dreyer in the Service Order Kit. All materials should be sent to the locations designated by the Dreyer, and nothing should be sent to the exhibit site unless the exhibitor has made arrangements with the Dreyer beforehand to receive the materials there. Neither the exhibit facility nor its staff is prepared or authorized to receive or handle an exhibitor's shipment.

Exhibit Standards

ATHE shall have the right to prohibit any exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character or purpose of the exhibition. Questionable exhibits shall be modified at the request of the Conference Manager.

Safety

- A. Fire regulations require all display material used for the decoration to be flameproof. Any and all electrical equipment, including signs and lights, shall be in good, operable condition and able to pass the inspection of the local Fire Marshall. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition.
- B. The use of flammable materials necessary to the purpose of the exhibit, where no other alternative can be used, must first be brought to the attention of the Convention Manager, in writing, not less than thirty (30) days before the opening of the exhibit, for approval.

Use of Exhibit Space

Exhibitors shall reflect their company's highest standard of professionalism while maintaining the booth during exhibit hours. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet or share the whole or any part of his/her space.

Security/Liabilities/Insurance

- A. Security guards shall be furnished during the closed hours of the exhibition. The furnishing of guards shall not increase the liability of ATHE. After exhibit hours, only those exhibitors properly identified and having the permission of the conference management may enter the exhibit.
- B. ATHE, the official service contractors, the exhibit facility, nor the members, representatives and/or employees thereof will be responsible for injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property, from any cause whatsoever, prior, during or subsequent to the period covered by the application/contract.
- C. ATHE and their agents and employees will not be liable for failure to hold the exhibition as scheduled. Payments for exhibit space will be refunded in the event, except that any actual expenses incurred in connection with the exhibition will be deducted if the exhibition is cancelled thirty (30) days or less prior to the opening date because of fire, an Act of God, the public enemy, strike, epidemic, or any law, regulation, or public authority that makes it impossible or impracticable to hold the exhibition.
- D. Exhibitors agree to maintain such insurance that will fully protect the exhibition management and convention facility from any and all claims under the Workmen's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibition display.
- E. Damage to inadequately packed property is the exhibitor's own responsibility.
- F. Damage to the facility housing the exhibit caused or done by the exhibitor shall be replaced or repaired at the exhibitor's expense. Additionally, the exhibitor agrees to protect, save and hold harmless ATHE and the convention facility of and from all loss and/or damage whatsoever caused to the facility housing the exhibition, or any part thereof, directly or indirectly.
- G. Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against the loss/damage to the materials from fire, theft, accident, etc.

Music Licensing

Exhibitors agree to comply with existing regulations relating to music licensing and agree to indemnify and hold harmless ATHE and the convention facility against any claims or expenses arising from noncompliance to these regulations.

Admission

ATHE shall have sole control over all admissions or persons. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by ATHE.

Amendments to Regulations

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of ATHE. The aforementioned terms covered by this contract may be amended at any time by ATHE in the interest of the exhibition, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

Hyatt Century Plaza Hotel The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants and employees from any and all such losses, damages, and claims. Exhibitor agrees to defend, indemnify and to hold harmless ATHE and its officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

