

Division 27 of the American Psychology Association
**Society for Community Research and
Action Presents
11th Biennial Conference**



**Hosted by University Of La Verne
June 7th to 10th, 2006**

Pasadena, California: The Hilton Pasadena Hotel

Exhibitor Prospectus

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Below is the exhibit schedule, which includes booth setup and teardown hours, exhibitor registration hours, tradeshow hours and an overview of the Conference schedule.

<u>EXHIBITOR SCHEDULE</u>	June 7	9:00am-1:00pm	Exhibitors Move In
	June 7	1:00pm-5:00pm	Exhibit Hall Open
	June 8	8:00am-5:00pm	Exhibit Hall Open
	June 9	8:00am-5:00pm	Exhibit Hall Open
	June 10	8:00am-12:00pm	Exhibit Hall Open
	June 10	12:00pm -3:00pm	Exhibitors Move Out
<u>CONFERENCE SCHEDULE</u>	June 7	1:00pm-2:00pm	Regular Sessions
		3:45pm-5:00pm	Welcoming Plenary Session
		5:15pm-6:30pm	Opening Reception & Poster Session I
	June 8	8:00am-5:00pm	Workshops, Luncheon Keynote, & Poster Sessions
		7:00pm-10:00pm	Banquet
	June 9	8:00am-5:00pm	Workshops, Luncheon Keynote, & Poster Sessions
	June 10	8:00am-1:00pm	Workshops and Closing Plenary

LOCATION: The Hilton Pasadena Hotel
 168 S. Los Robles Ave, Pasadena, CA 91101
 Telephone (626) 577-1000 – www.hilton.com

Exhibitors & Sponsors



An Invitation to Participate

The Society for Community Action and Research (SCRA) invites your participation in our 11th biennial conference, June 7-10, 2007 at the beautiful [Hilton Pasadena](#) in Pasadena, California.

SCRA promotes health (broadly defined) through partnerships between communities, practitioners, researchers, stakeholders, and higher educational institutions. Its expanding global membership is collaborating to promote health, social justice, and change through service-learning, community-based participatory research, broad-based coalitions and other partnership strategies.

With a focus on "Community and Culture: Implications for Policy, Social Justice, and Practice," **our 11th biennial conference will draw over 700 professionals, researchers, educators, advocates, and students** from grassroots, community-based and non-profit organizations; government agencies; philanthropies; foundations; professional associations; schools; higher educational institutions; health care delivery systems; and student service organizations.

Exhibitors and co-sponsors are essential to the success of the conference by directly connecting attendees to valuable programs, products and services. Funding raised through co-sponsorships enables community members and students to fully participate by defraying registration and travel expenses.

Why Be an Exhibitor or Co-Sponsor?

- **SCRA conference attendees are eager for the latest knowledge and resources that support them in their work.** Exhibitors consistently rate the SCRA conference as "one of the best" for making lasting contacts. Over 50% of attendees follow-up to obtain more information about a program or resource they learned about at the conference.
- **Your investment continues to reap benefits long after the conference ends.** Over 65% of SCRA conference attendees visit the conference website upon returning home, and over 40% review the conference program - both of which feature your organization's description and logo.

Traffic Flow

To increase exposure for our exhibitors, the conference will feature daily raffles using tickets distributed by exhibitors to those who visit their booths. Attendees will also have to walk through the exhibits to attend poster sessions; all poster sessions will be held in the exhibit hall. Further, the exhibit hall is near session rooms and central ballrooms, facilitating a steady flow of attendees.

Selling During the Conference

Selling from your exhibit booth is allowed and encouraged; HOWEVER, you must have proof that you have a STATE OF CALIFORNIA SALES PERMIT. Contact the State Board of Equalization in Sacramento at 1-800-400-7115 or visit www.boe.ca.gov to obtain your permit if you do not have one. A copy of the permit must be submitted along with your application.

BASIC EXHIBITOR PACKAGE \$1,200

- 10' x 10' exhibit space with 8' high back drape, 36" drape side dividers, two chairs, one 6' skirted table, carpet, and one wastebasket
- Two exhibitor registrations
- A complimentary list of registered attendees
- A description of your organization in the conference program and on the conference website (up to 50 words).
- Two complimentary nametags for access to the Exhibit Show. (Additional nametags available at \$75 each)
- A marketing piece included in the conference registration bag
- Acknowledgement in the conference program

Important Deadlines

March 31	Save \$200 by paying for your booth at the early bird rate by this date
April 20	Advertisements (send one PDF file and one editable [file preferably Word file] of artwork) and all payments due for insertion in the Onsite Final Program
April 30	Last day to cancel your booth space with a refund (minus \$100 cancellation fee) No refunds will be given after April 30, 2007
May 1	All Tote bay inset materials and Take-One table items must be delivered to the University of La Verne
June 7	Exhibitors set-up and registration from 7:00 a.m. to 1:00 p.m.
June 7	Exhibit Hall opens at 1:00 p.m.
June 10	Dismantle booths between 1:00 p.m. to 5:00 p.m.

In April 2007, all confirmed exhibitors will receive an Exhibitor Services Manual with instructions from the Conference Manager. Exhibitors will be responsible for furnishing their own audio-video needs.

BOOTH ASSIGNMENT AND FLOOR PLAN

All booth space will be assigned by SCRA. There will be approximately 15 total exhibitor booths. Confirmation, booth number, and the Exhibit Hall floor plan will be mailed to you upon receipt of your payment. Exhibitors may NOT assign, sublet or share any portion of their allocated space without the express written permission of SCRA.

INSTALLATION AND DISMANTLING

Exhibitors can setup their booths on Thursday, June 7 from 7:00am to 1:00pm. All booths must be ready for viewing by 8:00am on Friday, June 8. Exhibitors are REQUIRED to keep their booths intact, and NOT start dismantling their exhibits, until after the closing time of 1:00pm on Sunday, June 10.

Please note: There is no space at the hotel for storage of backup equipment, materials or shipping cases. The Conference Manager will be able to assist you in storing items offsite. In addition, the Hilton Pasadena will REFUSE all freight deliveries. You must arrange to advance ship any booth items to the Conference Manager.

CANCELLATION POLICY

All cancellation requests must be in writing via U.S. mail or Fax and sent to Raymond Scott, Ph.D., Department of Psychology, University of La Verne, La Verne, CA 91750. Cancellations postmarked or faxed to 909.392.2745 BEFORE APRIL 30, 2007 will receive a full refund, less a \$100.00 processing fee. Cancellations received AFTER APRIL 30, 2007 will forfeit the fee paid to SCRA.

PROMOTIONAL OPPORTUNITIES

Promotional opportunities are permitted and we encourage exhibitors to promote themselves through giveaways. While drawings for prizes are not prohibited, all of the activities attendant to such drawings must be conducted within the exhibitor's booth. The public address system will NOT be available to announce winners. However, depending on the level of the interest from exhibitors, a daily exhibit hall drawing will be conducted as a way to ensure to traffic. Literature samples and giveaways can be disbursed from within your booth area ONLY. Distributing literature in the aisles will not be permitted.

SPECIAL VISUAL, AUDIO, AND SPECIAL EFFECTS

Audio-visual equipment and other sound and attention-getting devices will be permitted only in such intensity, in the opinion of show management that it does not interfere with the activities of neighboring exhibitors and must be within site guidelines of your booth. All audio-visual needs must be furnished by the exhibitor.

CARE OF THE BUILDING & USE OF SPACE

The exhibitor, or his/her agents, must not damage or deface the walls, columns or floor of the tradeshow area. All property destroyed or damaged by exhibitors must be replaced by the exhibitor at the exhibitor's expense. The exhibitor must confine all demonstrations or promotional activities to the limits of their booth space. Each exhibitor is responsible for keeping the aisle near his/her booth free of debris and congestion due to demonstration or other promotions.

SECURITY

SCRA provides general security for the exhibition area ONLY when the Exhibit Hall is closed. SCRA makes no guaranties; either expressed or implied, that such security will prevent a loss of any nature. The exhibitor is cautioned to monitor their property during open hours of the exhibit area and to take appropriate steps to safeguard their property at all times.

LIABILITY & INSURANCE

The exhibitor, shall defend, indemnify and hold harmless both The Hilton Pasadena Hotel and SCRA, its officers, members, employees, volunteers, agents and representatives from and against all liability, claim damage, loss or expense, including reasonable attorney's fees, because of bodily injury or damage to or loss of property arising out of its participation in the 2007 SCRA Conference. Exhibitor agrees that The Hilton Pasadena Hotel, The University of La Verne, and SCRA shall not be responsible for, or be held to any liability for, loss of or damage to goods or property of exhibitor, including loss caused by theft or any other cause of disappearance. It shall be the responsibility of the Exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement in such amounts as the exhibitor shall deem adequate.

"Take One" Literature Table \$300

Place your company's literature on one of the Society for Community Research and Action (SCRA)'s "Take One Table" set up in our registration area. Attendees will have the opportunity to take any literature on the table, and it's a great way to attract them to your booth.

Sponsorship Opportunities

Sponsorships give companies tremendous recognition through publicity in the SCRA website, and signs posted during the Meeting and at the sponsored event. Here are some of the amazing opportunities available:

Spotlight Sponsorships

Tote Bags

Ensure that your organization will be noticed among our attendees and their colleagues at home. Anyone that sees the conference briefcase will remember your company name and your support of the Society for Community Research and Action (SCRA). This sponsorship can gain your company recognition as a SCRA supporter for years to come.

- Sponsorship Fee—\$11,000

Badge Holders

Draw attendees to your booths and highlight your support of the SCRA with this premier sponsorship. Every conference attendee will remember your company!

- Sponsorship Fee-\$6,000

Student Travel Awards Sponsorship

These awards help students across the world attend our Annual Meeting. A sponsorship enables one or two students' travel to the meeting.

- Sponsorship Fee - \$1,000

Banner Advertisement Opportunity

A smart way to display your organization's name and logo is to put them prominently on banners. Each banner will be displayed at key locations within the conference meeting rooms. BY April 20, 2007.

- Sponsorship Fee - \$500

Entertainment Sponsorships

Cyber Café

The Cyber Café will allow attendees to stay connected at home and at the office. Attendees will be able to read and respond to email, leave local messages for other attendees, and electronically search for information during exhibit hall hours. Sponsors can be sure that their name and logo will be noticed.

- Sponsorship Fee - \$1,000 per computer

Plenary and Lunch

Sponsor a lunch or breakfast and have your advertisement information displayed prominently throughout the course of lunch or breakfast and receive a special thanks at the banquet.

- Sponsorship Fee - \$15,000

Exhibit Hall Coffee Break

Sponsor a coffee break in the exhibit hall lounge area. Entice attendees with fresh coffee and cookies in a relaxed setting where they can meet other attendees and chat with old friends.

- Sponsorship Fee - \$2,000

*Please note: Coffee breaks and receptions are only permitted in the lounge area, not in individual booths.

PARTNER CO-SPONSORSHIP PACKAGES

BRONZE PARTNER \$1,000

Everything in the Basic Exhibitor package plus...

- ¼ page black and white advertisement in the conference program
- Hyperlink from the conference Website to your home page
- Your organization's logo displayed at all plenary sessions
- Acknowledgement of your firm during the opening session

SILVER PARTNER \$2,000

Everything in the Bronze package plus...

- ½ page advertisement in the conference program.
- One additional nametag for access to the Exhibit Hall.
- Your organization's logo displayed at all plenary sessions.
- Announcement of your firm's sponsorship in pre and post event marketing
- Acknowledgement of your firm during the opening session

GOLD PARTNER \$3,500

Everything in the Silver package plus...

- One full registration to the conference sessions
- Full-page advertisement in the conference program

PLATINUM PARTNER \$5,000

Everything in the Gold package plus....

- Full-page 4-color advertisement in the conference program
- One ticket to the Banquet Dinner on Friday night
- Hyperlink from the conference Website to your home page for 3 months (ends 7/31/07)

DIAMOND PARTNER \$10,000

Everything in the Platinum package plus....

- Recognition and thanks at the Banquet Dinner on Friday night
- Recognition placard on table, two tickets to the Banquet Dinner

There are a range of options for you to consider. Listed above are standard exhibitor packages. If you don't see an option that meets your needs, [please let us know!](#) Additional packages may be tailored to meet your needs. Our goal is to make the conference a huge success for our exhibitors, co-sponsors, and attendees. We are committed to working collaboratively with you to achieve this goal. [Contact us](#) today to discuss your ideas!

Advertising

Increase your company's exposure and drive traffic to your booth by advertising in the Conference Onsite Program that will be given to over 700 attendees at the Conference. **Available ad sizes and costs are:**

<i>Size</i>	<i>Price</i>	<i>Dimensions</i>
Quarter page Black & White \$ 300.00		3.5" wide by 5" high
Half page Black & White \$ 550.00		7.5" wide by 5" high
Full page Black & White \$ 800.00		7.5" wide by 10" high
Inside FRONT cover – Full page Black & White \$ 1,200.00		7.5" wide by 10" high
Inside BACK cover – Full page Black & White \$ 1,100.00		7.5" wide by 10" high

Advertising (Continued)

<i>Size</i>	<i>Price</i>	<i>Dimensions</i>
Inside FRONT cover – Full page COLOR \$ 1,800.00		7.5" wide by 10" high
Inside BACK cover – Full page COLOR \$ 1,700.00		7.5" wide by 10" high

Additional advertising options can be tailored to your needs. [Contact us today](#) to discuss your ideas! One PDF file and one editable file (preferably Word file) of artwork must be received by Wednesday, April 20, 2007.

Other Ways to Support the Conference

Please consider these additional ways to support SCRA and the conference:

- **Announce the conference** in your newsletter and on your website.
- **Create a link** from your website to ours at:
- **Send us mailing labels or e-mail addresses** for relevant contacts and we will send them invitations to the conference.
- **Become a member of SCRA!**: <http://www.scra27.org/membership.html>

Pricing, Forms & Deadlines

To reserve your place as an exhibitor, co-sponsor or advertiser, complete and return the Exhibitor/Co-Sponsor Form ([pages 8 – 12 of this document](#)). Your completed application and payment are due on or before **April 20, 2007**. One PDF file and one editable file (preferably Word file) of artwork must also be received by **April 20, 2007**.

Contact Information

For additional information about the 2007 SCRA Biennial Conference, or if you have questions, please contact:

Raymond L. Scott, Ph.D.
SCRA Biennial Conference Local Chair
Telephone 909.593.3511 x 4181
Fax 909.392.2745
Email scra_host@ulv.edu

11th Biennial SCRA Conference

June 7-10, 2007 • Pasadena, CA

Application for Exhibit Space

The Society for Community Research and Action is hereby authorized to reserve space for my/our exhibit at the 11th biennial meeting of the Society for Community Research and Action, to be held at the Pasadena Hilton, June 7-10, 2007.

A. EXHIBIT BOOTH SPACE

1. All booths measure 10' x 10' on the enclosed floor plan. All booths are equipped with 8' backdrop and 3' side draperies. The basic rate includes guard security, general lighting, ventilation, air conditioning, and a 7" x 44" two-line identification sign.

2. Principal products to be displayed _____

(First time exhibitors please include a sample brochure with your application.)

3. Total number of booths requested: _____

4. Preferred location

1st _____

2nd _____

3rd _____

4th _____

5th _____

6th _____

7th _____

8th _____

SCRA Local Planning Committee reserves the right to rearrange the floor plan or to relocate booths.

5. List any probable exhibitor you wish to be near _____

6. List any probable exhibitor you do not wish to be near _____

7. We do not require a two-line identification sign.

We do require a two-line identification sign. It should read:

Company _____

B. FREE-TAKE-ONE EXHIBIT

City and State _____

Reserve _____ space(s) in the Free-Take-One Exhibit @ \$300 per piece displayed = \$ _____

(Please include a sample of each brochure to be displayed with your application.)

IMPORTANT

C. A 40-WORD DESCRIPTION OF OUR EXHIBIT for approval of the SCRA Local Planning Committee and for publication in the Conference Program. Descriptions received after April 20, 2007 will be published in the Program Supplement. Descriptions received after May 15, 2007 may not be published. **Please e-mail to your product description to Raymond Scott at SCRA_HOST@ULV.EDU.**

D. PAYMENT

Our payment of \$ _____ is enclosed, in accordance with the following table:

Applications received prior to March 31, 2007: 50% with the application, and the balance due by April 20, 2007;

Applications received after April 20, 2007: 100% with application.

PAYMENT BY CHECK: Mail this form, along with your check made payable to the Society for Community Research and Action to: **Raymond Scott, Psychology Department, University of La Verne, 1950 Third Street, La Verne, CA 91750**

PAYMENT BY PURCHASE ORDER: Under government regulations, federal or state agencies may defer payment if a copy of a Purchase Order is submitted with application.

PAYMENT BY CREDIT CARD: Visa MasterCard Diners Club

Account number _____ Expires _____

Name as it appears on the card _____

Credit Card Billing Address _____

Amount \$ _____ Signature _____

E. AGREEMENT AND SIGNATURE

In making this application we agree to conform to the Exhibit Regulations of the 11th Biennial Conference of the Society for Community Research and Action, which are hereby made a part of this application. It is mutually agreed that all of said Regulations shall be interpreted by the Local Planning Committee of the Society for Community Research and Action, and the parties hereto shall be bound by such interpretation.

Name of company applying _____

Name of contact authorized to sign (please print) _____

Signature _____ Title _____

Mailing Address _____

City, State and Zip Code _____

Web Address _____

Telephone No. _____ Date _____, 20 _____

Fax No. _____ E-mail _____

DISMANTLING EXHIBITS

Hours: Monday, August 20, 1:00 pm to 8:00 pm. Exhibits must NOT be disturbed, dismantled, or removed before 1:00 pm on Monday, August 20. Exhibitors are required to begin dismantling their exhibit at 1:00 pm, Monday, August 20, with all exhibit materials dismantled and packed by 12:00 noon, Tuesday, August 21. Violations of this regulation will result in the delay of the exhibitor's Exhibitor Prospectus for booth selection at the 2008 SCRA Conference. Repeated violation of this regulation will result in the exhibitor not being invited to exhibit at the SCRA Conference.

You may fax this form to: Raymond Scott, Ph.D., SCRA Conference Co-Chair, (909) 392-2745.

For SCRA Use Only (do not write in this space)

Space Assignment _____	Confirmation Mailed _____
Cost of Space \$ _____	Label Document _____
Deposit Received \$ _____	Master Exhibit List _____
Date/Check No. _____	Coded Exhibit List _____
Balance Due \$ _____	Web List _____
Balance Received _____	Exhibitor Supplement _____
Date/Check No. _____	Exhibitor Kit Sent _____

It is understood that the following points are accepted as part of the contract between the Society for Community Research and Action and those who purchase exhibit space in the 2007 SCRA 11th Biennial Conference.

EXHIBIT CONTENT

Decisions regarding the acceptability of exhibits will be made in the first instance by the SCRA Conference Co-Chair, in consultation with the Local Conference Planning Committee. The SCRA, acting through its Conference Co-Chair, reserves the right and sole discretion to reject any proposed exhibit for any reason. Potential exhibitors are advised that the acceptability of products or services for display at the SCRA Conference is based on legal, social, professional, and ethical considerations. Exhibits may not be inconsistent with the professional nature of the SCRA Conference. Exhibit space is not intended for airing either side of a controversial social, political, or professional issue. Exhibit space is not intended for the purpose of campaigning for SCRA president or any other SCRA governance office. Exhibit space for insurance programs is limited to only those programs endorsed or sponsored by the Society for Community Research. In addition, SCRA reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with the SCRA Member Benefits Program. SCRA reserves the right to require exhibitors to edit, amend, or eliminate parts of exhibits that in the Society's opinion are not in keeping with the Society's objectives or are otherwise inconsistent with SCRA policies. Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the Conference Co-Chair. For more information on conducting a contest, lottery, raffle, or game of chance, refer to the Exhibitor Prospectus under the heading "Promotional Opportunities."

Equal Employment Opportunity: The Society for Community Research and Action endorses equal employment opportunity practices and accepts exhibit applications only from organizations that are not discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, or physical disability. In addition, SCRA encourages exhibitors not to discriminate on the basis of marital status, the numbers and ages of dependent children, mental disability, or sexual orientation.

Access for Persons with Disabilities: SCRA works to provide an accessible conference for all attendees with disabilities and believes that persons with disabilities should be given the opportunity to participate and interact to the fullest extent possible. As a prospective exhibitor, SCRA encourages you to make your booth accessible to persons with disabilities. This entails simple alterations to remove or modify physical barriers and to provide accessible promotional materials. Exhibitors should set up their displays to allow persons using wheelchairs to easily enter the booth and view materials. This can be done by lowering displays or counters and insuring that there is ample entrance space in the display area. Exhibitors should provide order forms or promotional materials in alternate formats such as large print, Braille, or computer disk for persons who are blind or visually impaired. Additionally, any videos shown should be captioned for persons who are deaf or hearing impaired. Approach persons with disabilities with a positive, relaxed attitude in the same way you would approach any other prospective customer. Plan in advance how you will welcome persons with disabilities into your booth. If altering your display is not an option, make up in service what you lack in "architecture."

ACCEPTANCE OF EXHIBITS

Applications for exhibit space are subject to review as described in this exhibitor prospectus under the heading "Exhibit Content."

First-time exhibitors should include a sample brochure or pamphlet with their exhibit application for this purpose. Unethical conduct or infraction of rules on the part of the exhibitor or the exhibitor's representatives, or both, will subject the exhibitor or said representatives to dismissal from the exhibition area, in which event it is agreed that no refund shall be made by the Society for Community Research and Action and, further, that no demand for redress will be made by the exhibitor or the exhibitor's representatives. The exhibition of products or services at the Society for Community Research and Action 11th Biennial Conference is neither an endorsement of the exhibiting organization nor of the products or services exhibited. SCRA is not responsible for any claims made by an exhibitor. In addition, an exhibitor may not, without prior consent, incorporate in subsequent promotions the fact that a product or service has been exhibited at an SCRA 11th Biennial Conference.

EXHIBIT BOOTH SPECIFICATIONS

Booth dimensions indicated on the exhibit floor plan are believed to be accurate, but may be approximate. All booths are 10' x 10'. The allowable floor load is 350 lbs. per square foot. Following are specifications for the exhibit booths. **No walls, partitions, decorations, or other obstructions may be erected without adequate see-through to neighboring exhibitors.** Exhibitors who wish to use any nonstandard booth equipment or any signs, decorations, or arrangements of display material that conflict in any way with these regulations must submit 2 copies of a detailed sketch or proposed layout (including dimensions) at least 10 days before the conference for approval by the Hilton Convention Services Manager.

Standard In-Line Booth: Standard in-line booths must not be higher than 8 feet at the back wall and 3 feet on the side dividers along the aisles. Display fixtures over 4 feet in height must be confined to that area of the exhibit booth which is within 4 feet of the backline.

Services and Equipment Provided: In addition to use of the space itself for the entire exhibit period, the price of the booth includes a standard 2-line sign showing the name, city and state of the exhibitor and the booth number; janitorial service for the aisles of the exhibit area; and two complimentary exhibitor registrations per booth. Each booth has aluminum framework with black drapery. Display units, telephone service, and daily cleaning, etc. for individual booths are not included in the price of the booth space. These items may be ordered at additional cost from the Hilton Convention Services Manager.

Hanging Items: Overhead hanging signs, banners, or display materials are limited to SCRA services and exhibits.

Telecommunications and Internet Service: The Pasadena Hilton Hotel is the exclusive technology services provider. Detailed telecommunications and Internet service order forms will be included in the Exhibitor Service Kit mailed in May.

Booth Cleaning: The Pasadena Hilton Hotel will be the provider of cleaning services within the exhibit hall.

Hand-Carried Freight: Exhibitor move-in or move-out through the Pasadena Hilton Hotel lobbies is strictly limited to hand-carried items. Wheels of any kind (dollies, flatbeds, or anything mechanical) are prohibited with the exception of luggage handling carts. Small luggage handling carts may be permitted through the lobby entrance. However, such carts must not be used on escalators. Other material requiring the use of wheeled or mechanical equipment must be delivered to the exhibit floor through the loading docs or drive-on access from the freight tunnels.

Protective Footwear: Exhibit halls during move-in and move-out are considered hazardous areas and as such, proper footwear must be worn at all times.

Security: As a courtesy, the Hilton will provide security for the exhibit area on a 24-hour basis during the entire exhibit period. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. Neither the Pasadena Hilton Hotel nor the SCRA is liable for, or carries any insurance on, exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense. Exhibitors who wish to carry items out with them at the end of the day will be required to fill out a Property Removal Slip available from the security staff or SCRA Local Planning Committee. No one, including exhibitors, will be allowed in the exhibit hall prior to 7:30 am once the show opens.

Following are some additional security recommendations: Do not leave your booth unattended during the set-up period. Do not leave valuable exhibit materials or personal items under tables or displays. Do not leave purses, briefcases, small laptop computers, CD players, cell phones, pagers, or prototype software/hardware in your booth. At the close of the exhibit, pack as quickly as possible, and under no circumstances leave your space unattended. If at all possible, have one of your staff remain in your booth space with your shipment until it is actually picked up by official service personnel. Promptly report any missing items or suspicious person to security.

OPERATING THE EXHIBITS

Soliciting/Demonstrating: Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit area is prohibited. Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own booth. Distribution of the exhibitor's printed advertisements must be done within the exhibitor's own space. Persons who are not exhibitors are prohibited from any detailing, exhibiting, or soliciting within the conference hotels. No exhibits, displays, or advertising material of any kind will be allowed in the hotel rooms or hallways unless approved by the Hilton Convention Services Manager. Failure to comply with this regulation can result in dismissal from the exhibit hall. Aisles in front of the booths must be kept clear. Enough space must be allocated within each exhibit booth for attendees to browse or watch product demonstrations. Any activity that causes attendees to congregate in the aisle or in adjacent exhibit booths will be curtailed or eliminated.

Sale of Merchandise: Order taking by exhibitors accepting checks or credit cards is permitted, provided that all transactions are conducted in a manner consistent with the scholarly and professional nature of the meeting. Cash transactions are discouraged.

Sales Tax: Exhibitors selling merchandise (including order taking) are required to apply for and obtain a Temporary Seller's Permit in the State of California. For more information, contact the California State of Board of Equalization, (800) 400-7115, or (916) 227-6600 (Out of State Business Field Office); or visit their web site at www.boe.ca.gov.

Catering/Giveaways: All catering for your booth must be approved in advance by the Hilton Convention Services Manager. Menu information will be included in the Exhibitor Service Kit mailed in May, or for more information, go to http://www1.hilton.com/en_US/hi/hotel/PASPHHF-Hilton-Pasadena-California/index.do, or call (626) 584-3137. Popcorn machines, peanut roasters, cotton candy machines or similar items are expressly prohibited. Popcorn is also prohibited. Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without written permission from the Hilton Convention Services Manager. Contact the Pasadena Hilton Hotel Convention Services Manager at (626) 584-3137 for specific details and approval forms. Food and/or beverage purchased outside of the Pasadena Hilton Hotel may not be brought into or consumed within the facility.

Helium Balloons: Helium balloons and helium tanks are prohibited in the SCRA exhibit hall.

Glitter, Confetti, Stickers and Decals: Glitter, confetti, stickers or decals may not be used in connection with any exhibit in the SCRA exhibit hall, or used for any purpose within the Pasadena Hilton Hotel.

Noise: Objectionable sound devices may not be operated. Engines or any other kind of equipment may be operated only with the consent of the Hilton Convention Services Manager. Exhibitors should be considerate of neighboring exhibitors when operating any sound system.

Fire Regulations: All decorations, drapes, signs, banners, acoustical materials, plastic cloth, or similar decorative materials used in exhibit construction must be flame retardant to meet the Fire Department and the State Fire Marshal's requirements. All table coverings, fabric walls, paper, or any decorative material whatsoever must have a California flameproof certificate or tag. Only California certificates will be accepted, and they must be prominently attached to the material used. The Pasadena Hilton Hotel rigorously enforces this regulation, and may field flame test any questionable materials. Helium tanks are also prohibited. Literature on display shall be limited to reasonable quantities (a one day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes. Storage of any kind is prohibited behind back drapes, display walls, or inside the display area. All cartons, crates, containers, packing materials, etc. which are necessary for repacking will need to be tagged with an "Empty" sticker for removal from the show floor. Information concerning accessible storage onsite will be included in the Exhibitor Service Kits mailed in May.

Destruction of Property: All property destroyed or damaged by an exhibitor must be replaced in the original condition by the exhibitor or at the exhibitor's expense. Nothing may be taped, nailed, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, or decorative walls.

Subletting Space: Exhibitors may not assign, sublet, or apportion all or any part of the space allotted to them. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be exhibited by the exhibitor or be allowed by the exhibitor to be exhibited by other persons or firms without the written consent of the Hilton Convention Services Manager.

LIABILITY AND INSURANCE

The exhibitor, upon contracting to exhibit, expressly releases the SCRA or any of its officers, directors, employees, or committee members, or the SCRA Local Planning Committee, or the owners, employees, or representatives of the Pasadena Hilton Hotel (hereafter collectively referred to as the SCRA and the Hilton) from any responsibility or liability for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property prior to, during, or subsequent to the period covered by the exhibitor's contract, including, but not limited to, any responsibility or liability for negligently caused injury, loss, or damage; and further, the exhibitor agrees to hold harmless and indemnify the SCRA and the Hilton against any and all claims made against the SCRA and/or the Pasadena Hilton Hotel by any person and arising out of the exhibitor's acts or omissions.

BOOTH CANCELLATIONS/REFUND POLICY

Because of the many advance preparations in connection with the SCRA Exhibit, the cancellation deadlines are as follows: 1) Cancellations postmarked or faxed to 909.392.2745 prior to **April 30, 2007** will receive a full refund, less a \$100.00 processing fee 2) No refund for cancellations received **after April 30, 2007**. If the Conference Exhibit is canceled due to circumstances beyond the control of the Society for Community Research and Action or the Pasadena Hilton Hotel, all payments connected with booth rental will be refunded.

CONTRACTUAL AGREEMENT

It is agreed that the exhibitor will abide by the rules and regulations cited above before, during, and after the exhibit, and by other reasonable rules considered necessary by the Society for Community Research and Action or Pasadena Hilton Hotel, provided that these rules do not materially alter the exhibitor's contractual rights. All matters and questions not covered by these regulations are at the decision of SCRA Local Planning Committee. These regulations may be amended at any time by SCRA Local Planning Committee, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original regulations. The application to exhibit at this SCRA Biennial Conference and any agreement incorporated in it shall be governed by the laws of the city of Pasadena, California.

**UNIVERSITY LAVERNE
NATIONAL CONFERENCE
JUNE 8 - 10, 2007
PASADEN HILTON
Pasadena, California**

CALIFORNIA BALLROOM

15 - 8X10 BOOTHS = 1200 SQ.FT.

TOTAL SQUARE FOOTAGE: 1200 SQ.FT.

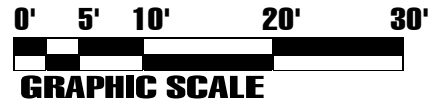
= 16 - 4' X 8' DOUBLE SIDED POSTERBOARDS

NOTE: - ALL AISLES ARE 10' UNLESS OTHERWISE SPECIFIED.

- FLOOR PLAN IS SUBJECT TO CHANGE.

- FLOOR PLAN IS SUBJECT TO FIRE MARSHAL APPROVAL.

DRAWING BELOW AS OF: 07/19/06



F R E E M A N

DISCLAIMER

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