

**RULES FOR EXHIBITORS**  
 Southwest Conference on Language Teaching  
 April 12-14, 2012  
 Sheraton Crescent Hotel, Phoenix, Arizona  
 2620 West Dunlap Ave, 85021

<b>EXHIBITS</b>	Those companies wishing to exhibit with SWCOLT agree to be bound by the following rules.
<b>SUBLEASE</b>	Subletting of space by the exhibitor is prohibited.
<b>SPACE</b>	Assignment of booth space will be done on a first come/first served basis with sponsors receiving first choice for prime locations.
<b>LIGHT/SOUND</b>	All spot and floodlight fixtures will be positioned so as not to interfere with other exhibitors or attendees, and any sound equipment will be played at levels acceptable to all concerned.
<b>FIREPROOFING</b>	All materials used in the exhibit hall must be fireproofed and conform to all fire department regulations. No decorative paper of any kind will be permitted.
<b>MAINTENANCE</b>	Cleaning of the individual booths will be the exhibitor's responsibility.
<b>TEARDOWN</b>	All removal of displays and packing of exhibit material will occur between 2 p.m. and 6 p.m. on Saturday afternoon.
<b>CONFERENCE CANCELLATION</b>	SWCOLT shall not be financially obligated or otherwise committed if the conference is cancelled or deferred on account of strikes, fires, casualties, acts of God, or causes beyond its control.
<b>LIABILITY</b>	The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and agrees to indemnify, defend and hold harmless SWCOLT, the Hotel, and their employees and agents against all claims, losses, and damages to persons or property, government charges or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of SWCOLT or the Hotel, their employees and agents. Neither SWCOLT, the Hotel, nor the state association maintain insurance covering exhibitor's property/potential losses.
<b>INSURANCE</b>	All insurance is the sole responsibility of the exhibitor.
<b>FORFEITURE</b>	If an exhibitor does not follow the rules and regulations set by the exhibits manager, the exhibitor shall forfeit the amount paid for space rental, regardless of whether or not the exhibit space is later rented. Nor is SWCOLT liable for any refunds of rental or other exhibit expense which may be the result of removal due to inappropriate content or material.
<b>APPLICATION REJECTION</b>	SWCOLT reserves the right to cancel or refuse rental of display space to any display deemed incompatible with the mission of the conference, as determined by the exhibits manager.
<b>EXHIBIT SPACE</b>	All booths at this conference will be an 8 by 10 space, 2 8 foot tables, 2 chairs, sign and wastebasket as standard equipment.
<b>PAYMENT</b>	Total payment must accompany order form. No refunds will be made unless written notice of cancellation is received at least 60 days prior to the first day of the conference. A non-refundable \$50 processing fee will be charged.

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