



## 2025 Exhibitor Contract

### EXHIBIT HOURS (Tentative Schedule)

Set up	Thursday, January 23, 2025	12:00 pm - 5:00 pm
Exhibits open for attendees	Friday, January 24, 2025	8:00 am – 5:00 pm
Membership Reception	Friday, January 24, 2025	5:00 pm – 6:30 pm
Exhibits open for attendees	Saturday, January 25, 2025	8:00 am - 4:00 pm
Teardown	Saturday, January 25, 2025	4:00 pm - 7:00 pm

### EXHIBITOR SPACE

*NOTE: Reserve your space early!*

Tabletops are \$700. Each booth includes one 6' table, two chairs, a waste basket, table drape, and free WI-FI access in the exhibit area. Registration also includes complimentary badges for 2 company representatives. (Up to 2 additional badges may be purchased for \$50 each.) An additional table may be added for the discounted rate of \$650. *(Please see "additional fees" for shipping and A/V needs listed below.)*

Your company name and logo will be included in the online scheduler and in the online PDF program. A clickable logo will appear on the SWCOLT website for one year (Jan. 2025 to Jan. 2026). Also included is a virtual booth (logo, name, 2-minute video link, and a short message) on the SWCOLT/AZLA 2025 webpage.

If desired, a 60-minute session presentation is included.

**\*Proposals must be submitted prior to October 1, 2024.**

*Please make special note of the following requirement for our 2025 venue: All exhibitors selling tangible items must have a business license and must [apply for the license](#) with the Gila River Indian Community by December 1, 2024. The cost of the license is \$50. The license must be on display at the exhibitor booth at all times during the conference. (Add additional information.)*

**Exhibitor space for non-profit organizations:** Contact [jraught@swcolt.org](mailto:jraught@swcolt.org) for information.

### PAYMENT

Fees are payable by check, in US funds drawn on a US bank only, or by credit card. Full payment or a minimum 50% deposit is due with this contract. The remaining balance is due within 30 days of contract submission or by December 1, 2024, whichever is earlier. After December 1, 2024 payment in full is due with submission of the contract. Following the conference, your organization will be invoiced by Gila River Resorts & Casino for all shipping and A/V needs. *(See "additional fees" for shipping and A/V needs listed below.)*

***Exhibit space will be assigned according to exhibitor/sponsorship level, on a first-come/first-served basis, with preference being given to exhibitors who commit to a sponsorship, who register early, and who have made payment in full.*** Initial placements will be made in January and on an ongoing basis after that, as space permits.

## ADDITIONAL FEES (SHIPPING & RECEIVING)

Your organization will be invoiced by Gila River Resorts & Casino for all shipping and A/V fees.

- [Shipping & Receiving information](#)
- A/V Questions & Concerns - Contact Justin Lopez <[justin.lopez@pinnaclelive.com](mailto:justin.lopez@pinnaclelive.com)>

## CONTRACT TERM AND CONDITIONS FOR EXHIBITS

This contract is made between the Southwest Conference on Language Teaching (hereafter, "SWCOLT") and the company, agency, or association completing the contract for exhibit space (hereafter, "the Exhibitor") for lease of certain exhibit space, to be assigned by SWCOLT, during the 2025 SWCOLT Conference. This contract shall be in effect upon its execution by SWCOLT.

## AGREEMENT

Exhibitors and their employees agree to the prices on this contract and agree to abide by the contract terms and conditions below, as well as those on the A/V and shipping price from the hotel. Submission of the online contract form constitutes acceptance of and agreement to all of the terms and conditions listed below.

## \*ELIGIBILITY TO EXHIBIT/PRESENT

The Southwest Conference on Language Teaching (SWCOLT) is a "trade only" and educational conference. SWCOLT reserves the right to cancel or refuse rental of booth or table top space by any organization deemed, in the judgment of the Board of Directors, to be incompatible or that intends to distribute materials to Conference attendees deemed to be incompatible with the mission of SWCOLT or SWCOLT's obligations as a tax-exempt, 501(c)(3) not-for-profit organization or that may be deemed by the SWCOLT Board of Directors to be disruptive to the learning environment of the conference.

## COST/PAYMENT SCHEDULE

Receipt of 50% deposit per booth space or full payment per table top is required at the time of contract submission. This contract is not valid without payment. **Payment for the balance of all exhibit space is due within 30 days of the contract submission.** After December 1, 2024, payment in full must be made with contract submission. Payment must be made in US currency only.

Costs incurred for shipping and A/V will be sent to exhibitors following the conference from the Gila River Resorts & Casino.

## CONTRACT CANCELLATION

Upon the submission of the online contract by both parties, it shall be legally binding, unless the eligibility to exhibit clause has been invoked by the SWCOLT Board of Directors. A \$250 per exhibit space cancellation fee will be charged. **No refunds of any kind will be made after December 15, 2024, and requests for refunds prior to that date must be submitted in writing sent by email to [jraught@swcolt.org](mailto:jraught@swcolt.org).** If the Exhibitor does not fully perform the provisions of this contract, the Exhibitor shall forfeit the amount paid for space rental, regardless of whether or not the exhibit space is subsequently rented. Additionally, SWCOLT is not liable for any payments or consequential expenses of any type, which may result from SWCOLT's cancellation of, or refusal to rent, exhibit table or table top space. In the event that the Gila River Resorts & Casino is not able to accommodate us on-site due to unforeseen events (i.e. natural disasters, pandemic-related issues, etc.), we may convert the conference to virtual.

## FLOOR PLAN AND DISPLAY CONFIGURATION

Exhibit spaces are draped 6' tables and two chairs. (If preferred, exhibitors may provide their own table drape.) The exhibit location is carpeted. **Exhibit space will be assigned according to exhibitor/sponsorship level on a first-come/first-served basis with preference being given to exhibitors who commit to a sponsorship, who register early, and who have made payment in full.** Initial placements will be made in December and on an ongoing basis after that, as space permits.

## **LINE OF SIGHT AND OTHER RESTRICTIONS**

All exhibitor displays and tables must be set up so that adjacent tables are clearly visible and **not obstructed** in any way. Regardless of the size or configuration of the exhibit area, display materials shall be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. For materials and displays, the maximum height of 8' is allowed only in the rear half of the exhibit space, with a 4' height restriction imposed in the remaining space forward to the aisle, unless prior written permission is requested of and provided by SWCOLT. Approval for the use of all hanging signs and graphics should be requested by the Exhibitor.

## **DEMONSTRATION**

As a matter of safety and courtesy to others, Exhibitors must conduct product demonstrations and sales in a manner which assures all Exhibitor personnel and Conference attendees are within the contracted exhibit space and do not encroach on the aisles, passageways, overhead space, or neighboring exhibits. It is the responsibility of each Exhibitor to arrange displays, product presentations, audiovisual presentations, and demonstration areas to ensure compliance with this policy.

## **SHOW DECORATOR**

Gila River Resorts & Casino is the responsible party for ordering additional furnishings (such as chairs, etc.) and any special requests, including shipping, material handling, and other services. Information will be sent via email by the SWCOLT Executive Director approximately 60 days prior to the show. The Exhibitor shall abide by agreements made by, between, and among SWCOLT, the hotel, and any unions or other labor groups having jurisdiction at the facility. Electrical connections must be ordered through the Gila River Resorts & Casino - Wild Horse Pass.

## [Shipping & Receiving Information](#)

## **OFFICIAL PROGRAM GUIDE**

Please be advised that the Southwest Conference on Language Teaching is the sole publisher of the official program guide that is distributed via an online PDF to all Conference attendees. All company listing information is taken directly from the contract that you submit to us when you request your booth space, and that information will be used in our official program. In addition, the company logo in jpeg or png format must be uploaded to the Exhibitor Registration form (Google form). Questions? Contact Susan Dworaczyk, SWCOLT Medial Manager ([sdworaczyk@swcolt.org](mailto:sdworaczyk@swcolt.org)). There is NO ADDITIONAL FEE for this listing.

## **SECURITY**

SWCOLT, at its discretion, may provide security in the exhibit area and other conference areas. However, the provision of this service shall not be construed to be an assumption of obligation or duty with respect to the property of Exhibitors, which shall at all times remain in the sole possession and custody of each Exhibitor and shall be the sole responsibility of each Exhibitor. At no time will either SWCOLT or its security personnel be responsible for any Exhibitor's property left unattended in the exhibit area. We suggest you remove items of value from your tabletop when the exhibit area is closed. While there is hotel security on the premises, be aware that the hallways will remain open at all times.

## **TEARDOWN**

Teardown begins at 4:00 pm on Saturday, January 25, 2025. All exhibits must remain in place and staffed during the published hours of the Conference, up until that time. Failure to comply may preclude participation in future Conferences.

## **SUBLEASE**

The Exhibitor may not sublet, assign, or apportion any part of its allotted space. The space assigned to the Exhibitor by SWCOLT is for that Exhibitor's use only.

## **LIGHT/SOUND/MUSIC/COPYRIGHT**

All spotlight and floodlight fixtures must be positioned so as not to interfere with other Exhibitors or attendees. In general, the Exhibitor may use sound equipment in their exhibit space provided the noise level, in SWCOLT's judgment, does not disrupt the activities of neighboring Exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the individual exhibitor's table area, rather than toward the aisle. Permission to conduct live entertainment in an exhibit space must be requested from SWCOLT at least 60 days prior to the Conference. Exhibitors should be aware that music played in exhibit space, whether live or recorded, may be subject to laws governing copyright. SWCOLT assumes no liability for the Exhibitor's violations of copyright laws. The Exhibitor agrees to indemnify, defend, and hold harmless SWCOLT, as well as its agents, servants, and employees, from any and all losses, damages, and claims, including attorney's fees, costs, and expenses it incurs as a result of the Exhibitor's actual or alleged violations of copyright laws.

## **STRUCTURAL INTEGRITY**

All exhibits must be designed and erected in a manner that will withstand normal contact or vibrations caused by, *inter alia*, neighboring Exhibitors, hall laborers, or installation/dismantling equipment such as forklifts. Displays must also be able to withstand moderate wind effects that may occur in the exhibit area when freight doors are open. SWCOLT assumes no liability for the Exhibitor's failure to comply with this policy, including for losses, damages, and claims resulting from noncompliance with this policy.

## **FIRE & SAFETY REGULATIONS**

All local, state, and federal fire and/or safety regulations will be strictly enforced, and the Exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof. No combustible materials, merchandise, or signs may be attached to, hung, draped over, or stored in or around table tops.

## **CARE OF PREMISES AND COMPLIANCE WITH FACILITY REGULATIONS**

No part of the exhibit nor signs or other materials may be pasted, nailed, taped, or otherwise affixed to walls, doors, or other surfaces in a way that might mar or deface the premises or booth equipment and furnishings. Nothing may be rigged, suspended from, or attached to any hotel mechanical system. Damage from failure to observe this notice is payable by the Exhibitor.

## **MAINTENANCE**

It will be the responsibility of each Exhibitor to maintain the cleanliness of its exhibit area.

## **AMERICANS WITH DISABILITIES ACT (ADA)**

All Exhibitors must comply with the Americans with Disabilities ACT (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line: (800) 514-0301 and from the ADA website.

## **LIABILITY/INSURANCE**

The Exhibitor assumes all responsibility and liability for losses, damages, and claims of any type arising out of the Exhibitor's activities at the Conference, including for materials or products the Exhibitor distributes to Conference attendees, and will indemnify, defend, and hold harmless SWCOLT, as well as its agents, servants, and employees, from any and all such losses, damages, and claims, including attorney's fees, costs, and expenses therefrom. Insurance is the sole responsibility of the Exhibitor.

## **FORCE MAJEURE**

SWCOLT shall not be financially obligated to the Exhibitor or otherwise liable if the Conference is canceled or deferred on account of inclement weather, strikes, fires, casualties, war, government regulation, civil disorder, curtailment of transportation facilities, pandemic, acts of God, or any other cause beyond its control.