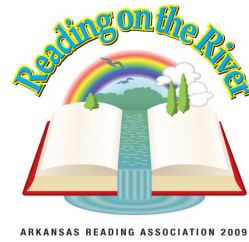


Memo: Educational Exhibitors  
Subject: 2010 Arkansas Reading Association Conference  
November 18-19, 2010  
Date: May 20, 2010



The annual ARA conference, “**Reading on the River**” is scheduled for November 18-19, 2010, in Little Rock, Arkansas, at the Statehouse Convention Center and Peabody Hotel. Over 1800 reading educators are expected to attend the 2010 conference. Exhibits will be located in Governor’s Hall II, Statehouse Convention Center, #1 Statehouse Plaza.

The cost of a line booth is \$400.00 and a corner booth is \$450.00. Payment includes 10’ x10’ booth space, one 6’ table, two chairs, and a standard sign identifying your company. Payment should accompany the exhibit contract form. If payment is not included the booth contract space will be held for 14 days before reverting to the end for the request list. Enclosed is a booth contract and floor plan for booth locations.

A cancellation of booth space request received prior to October 15 will be entitled to a refund equal to 75% of the total booth rental fee. There will be no refund for cancellation requests received after October 15.

Additional tables and carpet can be ordered from **Sunbelt Convention Services**, online at [www.sunbelt4u.com](http://www.sunbelt4u.com); via email with [sunbelt4u@sbcglobal.net](mailto:sunbelt4u@sbcglobal.net); or by phone at 501-244-9955. Included are forms to request electrical, internet and phone hookups. You can fax or email these forms to Kay Schultz at the Statehouse Convention Center.

Exhibitors can set up between 3:00 p.m. and 8:00 p.m. Wednesday, November 17, and 7:00 a.m. and 8:00 a.m. Thursday, November 18. The Exhibitor Lounge will open at 7:00 a.m. on November 18 with a continental breakfast.

To receive conference room rates, hotel room reservations should be made through the Little Rock Convention/Housing Bureau. Housing information will be available on the ARA website, [www.ARAreading.org](http://www.ARAreading.org), after July 20th.

Exhibits will be open

Thursday, November 18	8:00 a.m. - 4:30 p.m.
Friday, November 19	8:00 a.m. - 1:00 p.m.

If you have questions regarding exhibits:

E-mail: [swomble@comcast.net](mailto:swomble@comcast.net)

Enclosures

Additional information, including a program proposal form and an online booth order form, is posted on [www.arareading.org](http://www.arareading.org).