



CALL FOR EXHIBITORS SPONSORS & ADVERTISERS

33rd Fall Juvenile Justice Institute

"Evolving From What Works to DOING What Works"

November 4-5, 2009 • Hampton, Virginia

For years, the Virginia Juvenile Justice Association's Fall Institute has been the premier event for spotlighting successful research-based strategies and programs for Virginia's youth. Following that trend, this year's event, promises to be an event you will not want to miss. Participants will hear from nationally recognized speakers in the areas of motivational interviewing, strength-based approaches, cross-agency collaboration, and more.

Who Attends

The event is expected to attract hundreds of human services professionals including: juvenile justice administrators, probation officers, detention home staff, correctional officers, judges, defense attorneys, prosecutors, law enforcement, child advocates, counselors, mentors, program directors, CSA Coordinators, social workers, school resource officers, educators, interventionists and others who work with or on behalf of system- / court-involved children. All seek timely information on programs, resources, emerging technologies and best practices -- that's where exhibitors come in!

Who Advertises & Exhibits

Don't miss this opportunity to maximize your exposure, introduce new services, reach key decision makers, and meet face to face with hundreds of juvenile justice professionals. VJJA's Fall Juvenile Justice Institute attracts advertisers and exhibitors offering products, programs, services and resources aimed at delinquency prevention and intervention and/or geared toward professionals who work with court-involved youth. Exhibitors include state and local government agencies, non-profits, funding entities, youth-serving organizations, institutions of higher learning, community based providers, residential providers, treatment centers, curriculum developers, training companies, prevention publishers, drug testing companies, prevention coalitions, research groups and prevention programs.

Exhibit Package

Includes: Skirted Table; Exhibit Registration for 1 employee; Name Tag Enhancement Ribbon indicating "EXHIBITOR"; Listing in Conference Program in print and on-line; Inclusion in "Booth Bingo" game; Inclusion in Continental Breakfast and Break Service; Invitation to attend Awards Breakfast.

3rd Annual

Exhibitor *Best in Show* Award

Final Registration Deadline: **October 16**

Advertising Opportunities

VJJA Professional Membership Dues	\$20
Advertisement in Conference Program	\$25-\$500
Take-One Table Only (free for Exhibitors)	\$50
Pre-Conf <i>Advocate</i> Advertisement	\$250
Advertising Package Only (non-Exhibitors).....	\$25 and up
On-site Exhibit Packages	\$400 and up
Sponsorship	(see levels & benefits)

Door Prizes and Incentives

Individuals and companies are encouraged to sponsor events, donate door prizes, participate in booth bingo and provide giveaways as a way to drive traffic to their booth and maximize their visibility. Exhibitors are encouraged to incorporate the conference theme and VJJA logo (available by e-mailing ads@vjja.org) in their giveaway items. Typical giveaway items include mugs, t-shirts, bags, pens, mouse pads and post-its.

Hotel Accommodations

The conference site will be the Hampton Holiday Inn & Conference Center, Hampton, VA, 800.713.4219 or 757.838.0200. Exhibitors are responsible for making their own hotel reservations. A limited number of reduced rate rooms are available when mentioning affiliation with VJJA.

Shipping & Storage

Exhibit materials may be shipped directly to the conference venue by addressing them to Hampton Holiday Inn & Conference Center, Hold for: [Attending Exhibitor's Name & Company], VJJA Fall Institute Nov 4-5, 1815 W Mercury Blvd, Hampton, VA, 23666. Phone the hotel directly with questions at 800.713.4219

About VJJA

Founded in 1966, VJJA is an organization of nearly 1200 professionals representing court services, the judiciary, detention homes, correctional facilities, halfway houses, group homes, indigent defense, psychiatric hospitals, social services, education and more. The organization is administered by an elected board and is committed to child advocacy and advancing the professional interests and competencies of its members. State and local training events are held, with a statewide conference in November. Visit: www.VJJA.org

Additional Information

An order form should have accompanied this packet. Attachments include: Order Form, Terms & Conditions, VJJA Partners Program (non-Exhibit Advertising Opportunities, Exhibit Packages, Sponsor Benefits). Direct questions to: www.VJJA.org or to Katherine.Farmer@dj.virginia.gov.

FY'10 VJJA PARTNERS PROGRAM

PACKAGES

NON-EXHIBITOR PACKAGES

Starting @ \$25

<u>Pack #</u>	<u>Description</u>	<u>Members</u>	<u>Non-Members</u>
NE1	Take 1 Table: Can't attend in person? Send display literature	\$50	\$50
NE2	Conference Program: 1/16 page conference program advertisement	\$25*	\$45
NE3	Conference Program: 1/8 page conference program advertisement	\$50*	\$70
NE4	Conference Program: 1/4 page conference program advertisement	\$100*	\$120
NE5	Conference Program: 1/2 page conference program advertisement	\$200*	\$220
NE6	Conference Program: full page conference program advertisement	\$400*	\$420
NE9	Advocate Ad 1Q: Ad in 1 issue of the VJJA Advocate	\$250*	\$270
NE10	Advocate Ad 2Q: Ad in 2 issues of the VJJA Advocate	\$400*	\$420
NE11	Advocate Ad 3Q: Ad in 3 issues of the VJJA Advocate	\$600*	\$620
NE12	Advocate Ad 4Q: Ad in 4 issues of the VJJA Advocate	\$800*	\$820

A Conference Program or *Advocate* advertisement can lead participants directly to your exhibit space or webpage! VJJA's quarterly journal, the *Advocate*, has a readership of nearly 1,200 and is now available in both print and electronic formats. See our website at: www.VJJA.org for examples of advertisements. Send photo-ready advertisement by October 16 to: ads@vija.org. Some limited design assistance is available. Direct questions to: ads@vija.org.

BASIC EXHIBITOR PACKAGES

Starting @ \$400

ENHANCED EXHIBITOR PACKAGES

Starting @ \$500

Exhibitor Package Includes: Exhibit Table, Invitation to Attend '09 Awards Breakfast, Participation in "Booth Bingo"

Enhanced Exhibitor Package Includes: Exhibit Table, Invitation to '09 Awards Breakfast, Booth Bingo and Advertising

<u>Pack #</u>	<u>Description</u>	<u>Members</u>	<u>Non-Members</u>
E1/E2	Basic Exhibit: exhibit space at Fall Juvenile Justice Institute	E1 - \$400*	E2 - \$450
E3/E4	exhibit + advertising: exhibit, 1/4 page conf program ad	E3 - \$500*	E4 - \$550
E5/E6	exhibit + advertising: exhibit, 1/2 page conf program ad	E5 - \$600*	E6 - \$650
E7/E8	exhibit + advertising: exhibit, 1/4 page conf program ad, Advo 1 issue	E7 - \$700*	E8 - \$750

*At least 1 exhibit staff must be a member to take advantage of member rates. Member dues (\$20) may accompany order.

ADD-ONS

		<u>Members</u>	<u>Non-Members</u>
A	Electric: add electric service to your exhibit on Nov 4 & Nov 5	\$50	\$50
B	Internet: add internet access to your exhibit on Nov 4 & Nov 5	\$250	\$250
C	Add'l Exhibit Staff: one staff person included in base rate	\$50 each	\$50 each
D	Membership: Join/Renew w/ VJJA; Take advantage of member rates	\$20 each	\$20 each

EXHIBITOR WITH SPONSORSHIP PACKAGES

Starting @ \$1000

Includes: Exhibit Table, Invitation to attend 2009 Business Meeting, Enhanced Advertising and Exclusive Benefits**

S1	BRONZE Partner	\$1,000	\$1,000
S2	SILVER partner	\$2,000	\$2,000
S3	GOLD partner	\$3,000	\$3,000
S4	PLATINUM partner	\$5,000	\$5,000
S5	DIAMOND partner	\$10,000	\$10,000

**Benefits are consistent with level of sponsorship. See "FY'10 Sponsor Benefits" (attached)

FY'10 VJJA PARTNERS PROGRAM

Sponsor Benefits

BRONZE Partner Level Advertising & Benefits (S1)

\$1,000

Exhibit Table at 33rd Fall Juvenile Justice, Inclusion in "Booth Bingo"; Invitation to Awards Breakfast
Mailings: Inclusion on VJJA mailing list for the "Advocate" and all other publications
Conference Program: Copy of 33rd Fall Juvenile Justice Institute Conference Program
Participant List: Hard copy of 33rd Fall Juvenile Justice Institute Participant List
Program Listing: Acknowledgement in 33rd Fall Juvenile Justice Institute Conference Program
VJJA Partners 2008: Website Recognition - name and logo included in "VJJA Partners" section of web-site at: VJJA.org
Conference Program Advertisement: ½ page size print advertisement in the 33rd Fall Juvenile Justice Institute Conference Program
Common Area Signage: Acknowledgement sign in common area at 33rd Fall Juvenile Justice Institute
Social Activity Signage: "Social Activities Made Possible By These Generous Sponsors ..."
Booth Signage: Acknowledgement sign to display in exhibit during the 33rd Fall Juvenile Justice Institute
Conference Website: Mentioned on conference website and in pre-conference and post conference literature (deadlines apply)
Ribbons: Sponsor Ribbons for ALL company representatives attending or exhibiting at the Institute

SILVER Partner Level Advertising & Benefits (S2)

\$2,000

ALL Bronze Level Advertising and Benefits, plus:
Exhibit Table at 33rd Fall Juvenile Justice, Inclusion in "Booth Bingo"; Invitation to Awards Breakfast
Professional Membership: Individual Membership for up to 3 employees (CEO, Pres., Marketing Director, etc.)
Conference Program Advertisement: ½ page size print advertisement in the 33rd Fall Juvenile Justice Institute Conference Program
Advocate Advertising: Advertisement In the *Advocate* pre-conference issue

GOLD Partner Level Advertising & Benefits (S3)

\$3,000

ALL Bronze and Silver Level Advertising and Benefits, plus:
Exhibit Table at 33rd Fall Juvenile Justice, Inclusion in "Booth Bingo"; Invitation to Awards Breakfast
Professional Membership: Individual Membership (new or renewing) for up to 4 employees
Conference Program Advertisement: full page print advertisement in the 33rd Fall Juvenile Justice Institute Conference Program
Web-based Directory Enhanced Hyperlinked Listing (currently being developed)
Social Activity Lit Display: Opportunity to have literature on display at Social / President's Reception / Leadership Mixer
VJJA Logo Package: 1 VJJA Logo Brief bag and License Plate Holder
Additional Exhibit Staff: No additional charge for extra exhibit personnel (up to 2 total)
Advocate & eAdvocate Advertising: Advertisement In the *Advocate* and *eAdvocate* for 2 Issues beginning w/ Fall 2009 (deadlines apply)
Booth Bingo "Prime Real Estate" w/ Logo: Corner Square with Bolded Font on "Booth Bingo" Cards

PLATINUM Partner Level Advertising & Benefits (S4)

\$5,000

ALL Bronze, Silver and Gold Level Advertising and Benefits, plus:
Exhibit Table at 33rd Fall Juvenile Justice, Inclusion in "Booth Bingo"; Invitation to Awards Breakfast
Premium Exhibit Location: Exhibit located in close proximity to registration area at the 33rd Fall Juvenile Justice Institute
Professional Membership: Individual Membership (new or renewing) for up to 5 employees
General Session Recognition: Recognition at General Session during Opening Remarks
VJJA Logo Package: 1 VJJA Logo Brief bag and License Plate Holder
Enhanced Conference Program Ad: Inside Cover AND 1 full page inside
Electric Service: No additional charge for electrical hookup for 33rd Fall Juvenile Justice Institute exhibit booth (If Requested)
Additional Exhibit Staff: No additional charge for extra exhibit personnel (up to 3)
Special Invitation: Invitation for 2 company representatives to attend award breakfast and sit at head table with VJJA Board
Advocate & eAdvocate Advertising: Recurring Advertisement In the *Advocate* and *eAdvocate* for 3 Issues beginning w/ Fall 2008
eAdvocate Advertising: Recurring Advertisement In the *eAdvocate* for 3 Issues beginning with pre-conference issue
Participant Packet Stuffing: Opportunity to provide literature for registration desk and/or for stuffing into participant packets
Program Description: Inclusion of Program Description in Conference Program
Guest Judge Invitation: Invitation for Company CEO or other rep to serve as "celebrity judge" during dance off at the Fall Social

DIAMOND Partner Level Advertising & Benefits (S5)

\$10,000

ALL Bronze, Silver, Gold, and Platinum Level Advertising and Benefits, plus:
Exhibit Table at 33rd Fall Juvenile Justice, Inclusion in "Booth Bingo"; Invitation to Awards Breakfast
Professional Membership: Individual Membership (new or renewing) for up to 10 employees
Extra Square Footage: Opportunity for a "double-wide" exhibit or 2 separate tables
Enhanced Conference Program Ad: Two-page spread (16 X 20) AND or Back Cover Advertisement
General Session Recognition: Mention during Opening Remarks and recognition on General Session slides
Social Hour Recognition: Verbal recognition during Fall Institute Dance Social -- We'll Even Play Your CEO's Favorite Song!
Leadership Mixer Recognition: Verbal recognition during the Fall Institute Leadership Mixer
Awards Breakfast Mention: Verbal recognition during the 33rd Fall Juvenile Justice Institute Business Meeting & Awards Breakfast
Double Ribbons: "Special Guest" and "Sponsor" Ribbons for ALL company representatives attending or exhibiting at the Institute
Advocate, eAdvocate and VJJA.org Premium Location Advertising: Constant Presence -- all venues -- 1 full year beginning Oct. 08
Banner Flying: Opportunity to Fly Company Banner or Flag Outside and/or inside Exhibit Hall
Chair Advertising: Company rep may place brochures on chairs before each general session and workshop
Guest Room Literature: Opportunity To Provide Company Literature for Guest Hotel Rooms or Hotel Check-in / Welcome Packets
Mention in Annual Mailing: We'll include your logo and a word of thanks in with our next membership mailing (reaches nearly 1200)
Address the Crowd: Opportunity for company representative to say a few words at the Annual Business meeting and Awards Breakfast
District-Level Sponsorship: \$500 donation sent to district of your choice to use toward local training
Booth Bingo Center Square: Best Location on the Booth Bingo Card w/ Logo Included (if space permits)
Company in the Spotlight: Company Featured in an upcoming issue of the *eAdvocate* (article about services, programs, staff)
Direct Mailing: You provide a pre-stamped postcard or other literature and we'll affix the labels and drop in the mail to our members
Additional Exhibit Staff: No additional charge for extra exhibit personnel (up to 5)



VIRGINIA JUVENILE JUSTICE ASSOCIATION

33rd FALL JUVENILE JUSTICE INSTITUTE

EXHIBITOR & Sponsorship Order Form

To place Exhibitor order: (1) Review the "Call for Exhibitors, Sponsors, & Advertisers" prospectus and select advertising categories to best meet your needs (2) thoroughly read the "Terms & Conditions" (3) complete the order form below (4) enclose payment (5) mail order form and payment postmarked on or before October 16, 2009, to: Katherine Farmer, VJJA Director of Vendor Relations, c/o 14th District Court Service Unit, PO Box 90775, Henrico, VA 23273 (6) in addition to postal mail, send electronic copy of order to exhibits@vja.org. (7) Send any "photo-ready" ads to: ads@vja.org. Direct questions to Katherine at: katherine.farmer@djj.virginia.gov or Amanda Moseley at 434.907.2966 or exhibits@vja.org. Make all checks payable to: Virginia Juvenile Justice Association (VJJA); Memo Line: 2009 Fall Institute, Ad Pkg # _____

FINAL ORDER DEADLINE: October 16, 2009

INFORMATION AS IT SHOULD APPEAR IN THE CONFERENCE PROGRAM

COMPANY/AGENCY/ASSOC				
CONTACT PERSON'S NAME & TITLE				
(as it should appear in conference program – can be different name than attending Exhibitor)				
MAILING ADDRESS				
DAYTIME PHONE NUMBER & FAX				
E-MAIL ADDRESS & WEBSITE				
COMPANY / AGENCY DESCRIPTION (50 words or fewer – use attachment)				
WHO WILL STAFF YOUR EXHIBIT? (include Names and Titles) One staff member included in fee; additional staff \$50 each * At time of exhibit application, at least one person listed must be a VJJA member in order take member rate. New member form and membership dues may be attached to exhibit form.	(1)	NAME:	TITLE:	included in fee
		E-MAIL ADDRESS:	PHONE:	
	(2)	NAME:	TITLE:	add'l \$50
		E-MAIL ADDRESS:	PHONE:	
	(3)	NAME:	TITLE:	add'l \$50
		E-MAIL ADDRESS:	PHONE:	
	(4)	NAME:	TITLE:	add'l \$50
		E-MAIL ADDRESS:	PHONE:	

AWARDS BREAKFAST	_____	NUMBER OF STAFF LISTED ABOVE WHO WILL ATTEND THE AWARDS BREAKFAST ON 11/5
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DOOR PRIZE DONATION	_____	I WILL DONATE A DOOR PRIZE ITEM: _____
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VJJA PROFESSIONAL MEMBERSHIP DUES FOR FY10	\$20 each	Provide Member Names Joining or Renewing: _____
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EXHIBIT PACKAGE SELECTED		
PACKAGE NUMBER(s)	_____	SPECIAL REQUESTS / NOTES:
PACKAGE COST	_____	
ADDITIONAL EXHIBIT STAFF	\$50	Each Additional Person (1 Exhibit Personnel Included in Base Rate)
ELECTRIC OUTLET	\$50	(\$25 Each Day for Nov 4 and 5)
INTERNET ACCESS	\$250	(\$120 Each Day for Nov 4 and 5)

TOTAL AMOUNT DUE / ENCLOSED	\$ _____
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FOR OFFICE USE ONLY	
<input type="checkbox"/> Program Ad <input type="checkbox"/> Advocate/e-Advocate <input type="checkbox"/> Sponsor <input type="checkbox"/> Exhibitor <input type="checkbox"/> Take 1 & Bag Stuffer <input type="checkbox"/> Website <input type="checkbox"/> Register <input type="checkbox"/> Dues <input type="checkbox"/> Logged in Database Date Received: _____ Amt Received: _____ Received By: _____ Notes: _____	



VIRGINIA JUVENILE JUSTICE ASSOCIATION

33rd FALL JUVENILE JUSTICE INSTITUTE

NON-EXHIBITOR Advertising Order Form

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 Make all checks payable to: Virginia Juvenile Justice Association (VJJA); Memo Line: 2009 Fall Institute, Ad Pkg #___

FINAL ORDER DEADLINE: October 16, 2009

INFORMATION AS IT SHOULD APPEAR IN THE CONFERENCE PROGRAM

COMPANY/AGENCY/ASSOC	
CONTACT PERSON'S NAME & TITLE	
MAILING ADDRESS	
DAYTIME PHONE NUMBER & FAX	
E-MAIL ADDRESS & WEBSITE	

DOOR PRIZE DONATION	___	I WILL DONATE A DOOR PRIZE ITEM: _____
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VJJA PROFESSIONAL MEMBERSHIP DUES FOR FY10	\$20 each	Provide Member Names Joining or Renewing: _____
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EXHIBIT PACKAGE SELECTED		
PACKAGE NUMBER(S)	___	SPECIAL REQUESTS / NOTES:
PACKAGE RATE	___	

TOTAL AMOUNT DUE / ENCLOSED	\$ _____
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FOR OFFICE USE ONLY	
<input type="checkbox"/> Program Ad <input type="checkbox"/> Advocate/e-Advocate <input type="checkbox"/> Sponsor <input type="checkbox"/> Exhibitor <input type="checkbox"/> Take 1 & Bag Stuffer <input type="checkbox"/> Website <input type="checkbox"/> Register <input type="checkbox"/> Dues <input type="checkbox"/> Logged in Database Date Received: _____ Amt Received: _____ Received By: _____ Notes: _____	



VIRGINIA JUVENILE JUSTICE ASSOCIATION

2009 FALL INSTITUTE EXHIBIT TERMS & CONDITIONS

1. Approval: VJJA reserves the right to accept or reject exhibitor, sponsor and/or advertising applications based upon space limitations, relevance, appropriateness, timeliness, or other similar criteria. Participation in the program implies acceptance of the terms and conditions listed herein.
2. Space Rental: Each exhibit space is provided 1 - 6' x 2' skirted table and 1 chair. Requests for other items (e.g. additional chairs, electrical and/or internet access) may be available at an additional cost and must be requested and paid for at the time of original application. The availability of electrical, internet and other special requests is not guaranteed.
3. Booth Assignment: VJJA does not guarantee any particular booth selection and reserves the right to (a) decline or prohibit any exhibit, product or service for any reason, with or without cause, which, in their sole judgment, is not suitable to or in keeping with the character of the exhibition, or (b) relocate booth assignment, with prior notice to the exhibitor, for any reason, with or without cause. Final assignment of booths will be determined by VJJA at their sole discretion.
4. Registration: Exhibitors shall be required to check-in at the registration desk. Exhibitor badges will be issued and must be worn at all times. Staffing allowance is for 1 exhibitor per table. Additional staff may be added for a charge.
5. Regulations and Standards: (a) Solicitation by non-registered exhibitors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall area. Violators will be required to leave the Exhibit Hall. (b) Subletting space is prohibited: An exhibitor may not assign, sublet or share any space allocated without the written consent of VJJA. Companies shall not exhibit nor permit to be exhibited any merchandise not a part of regular company-products unless granted permission from VJJA. An exhibitor may not permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. All business activities of the exhibitor must be confined to the booth space. Conducting business activities in aisles, lobbies or other areas is strictly prohibited. Exhibitors in violation of rule will suffer sanctions affecting their ability to exhibit at future VJJA meetings. (c) Samples of products, catalogs, pamphlets, publications and souvenirs may be distributed in the Exhibit Hall provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits. (d) Loudspeaker displays or other devices, that in the sole judgment of VJJA may be generally disruptive, are not permitted. If objections arise, the offending exhibitor may be reassigned to another booth or required to discontinue the activity altogether. (e) No exhibit may be dismantled before the official close of the conference, nor may any part of the exhibit or equipment be prematurely removed, once it has been set up, except with the permission of VJJA. (f) Exhibitors may not offer or serve food and/or beverages to conference attendees. Compliance failure with regulations may result in termination of exhibit privileges.
6. Setup & Tear-Down Information: Set-up will be on Wednesday, November 4, between 8:00 am and 9:30 am. Tear-down will be on Thursday, November 5, at 5:00 p.m. All exhibit booth/table materials, particularly drapes, curtains, table covers, etc. must be flameproof and comply with federal, state and municipal fire laws, insurance underwriter and hotel safety regulations. All packing materials and similar materials must be removed from the exhibition area upon completion of the booth installation. VJJA will review exhibit setup to ensure compliance with exhibit rules before the Exhibit hall opens.
7. Failure to Occupy Space: Any exhibit space that is not set up and occupied by 9:00 am on Wednesday, November 4, 2009, will be forfeited by the exhibitor, unless arrangements for delayed occupancy have been made in advance. Unless prior approval is granted, the rental payment for the unoccupied exhibit will be forfeited.
8. Liability and Security: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel. The exhibitor shall indemnify and hold harmless VJJA, the hotel site, its agents and employees from any and all losses, damages, and claims. VJJA will not insure or indemnify exhibitors of damages of any kind. It is the exhibitor's responsibility to secure exhibit and other property during the exhibit hall hours. The exhibit hall will be locked following the close of functions.
9. Cancellation of Space: Cancellation of exhibit space must be in writing to: Beth Mohler Stinnett, VJJA President, 5738 Creek Mill Way, Glen Allen, VA 23059, and postmarked on or before October 16, 2009, to receive a refund and avoid penalty. No cancellations will be accepted or refunds made after October 16, 2009.
10. Cancellation of Exhibition: In the event the exhibition must be cancelled, postponed or relocated because of fire, strike, govt, regulations, casualties, acts of God or other causes beyond the reasonable control of VJJA, the exhibitor waives any and all damages/claims for damages. The exhibitor agrees the sole liability of VJJA will be to return rental payments.
11. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the Virginia Juvenile Justice Association (VJJA) Board of Directors.
12. Photographs: Photographs will be taken during the event. By attending/exhibiting, you are authorizing VJJA to use your photograph in future on-line and print publications.