



EXHIBIT CONTRACT
Annual Meetings 2012
Chicago, IL • November 17–20



COMPANY NAME (TO BE LISTED IN PROGRAM)		CONTACT PERSON
ADDRESS		
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		
TELEPHONE	FAX	EMAIL

BOOTH CHOICE (PLEASE ENTER BOOTH NUMBERS FROM DIAGRAM)					
1ST	2ND	3RD	4TH	5TH	6TH

BEFORE MAY 1			NUMBER OF BOOTHS		TOTAL
REGULAR 10'x10'	\$1750	X		=	\$
PREMIUM 10'x10'	\$2250	X		=	\$
AFTER MAY 1					
REGULAR 10'x10'	\$2000	X		=	\$
PREMIUM 10'x10'	\$2500	X		=	\$
EXTRA PER CORNER BOOTH	\$250	X		=	\$
			TOTAL COST		\$
			10% DISCOUNT IF BOOKED ONSITE		\$
			TOTAL DUE		\$

PAY IN FULL
 PAY 50% DEPOSIT (\$ _____)
 USE CREDIT CARD BELOW TO PAY BALANCE ON MAY 1
 (BALANCE DUE MUST BE PAID BY MAY 1, 2012. IF NOT PAID BY DEADLINE, YOU WILL FORFEIT THE 10% DISCOUNT)

PAYMENT OPTIONS	
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR EXHIBIT SPACE)	
<input type="checkbox"/> CHARGE	
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	
CARD #	SECURITY CODE
SIGNATURE	EXPIRATION DATE

IMPORTANT: AAR & SBL reserves the right to determine which exhibiting companies are consonant with the character of the Annual Meetings. This is not a binding contract until proper deposit is received and this contract is accepted. AAR & SBL have the right to void this contract if full payment is not received prior to May 1. No deposit will be reimbursed after May 1.

I have read, understand, and accept all terms and conditions of this contract and will abide by the Terms and Provisions accompanying this contract. I will abide by the terms of the Exhibitor Service Kit and memos prior to the Annual Meetings.

Signature _____ Print Name _____ Title _____ Date _____

Send contract and payment to: AAR & SBL Exhibits and Advertising, Annual Meetings 2012
 The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA.
 P: 1-877-336-6798 Outside US: 404-727-2315 F: 404-727-3101 E: AdEx@annual-meetings.org



EXHIBIT CONTRACT
Annual Meetings 2012
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BOOTH ASSIGNMENT

Booths are assigned according to priority points, date of receipt of application, and number of booths requested. Initial placement will take place onsite at the Annual Meetings 2011.

FEES AND PAYMENT SCHEDULE

A 50% deposit for space assigned during the initial round of placement onsite must be received by January 15, 2012 to hold space and receive the 10% discount. All contracts received after the Annual Meetings will be placed as they are received. A 50% deposit per booth must be enclosed with this application if made after the 2011 Annual Meetings. The balance of the rental fee is due by May 1. **If the balance is not received by May 1 you will forfeit the 10% discount.**

The price of each 10' x 10' booth depends upon placement in the Exhibit Hall. For corner booths throughout the hall, add \$250 to the prices listed.

PRIVILEGES

Exhibitors accepted by June 1 are listed in the Pre-Conference Program, mailed to all AAR and SBL Members prior to the meeting. All exhibitors accepted by October 1 will be listed in the Onsite Program, distributed at the conference. Each exhibitor receives a confirmation kit which includes booth assignment, hotel information, and preregistration forms. Two complimentary preregistrations are allotted per booth, one Pre-Conference Program per booth, and one blocked hotel room per booth. Additional hotel rooms may be reserved for those registered. Copies of the Onsite Program may be picked up at the meeting.

TERMS AND PROVISIONS OF EXHIBIT SPACE

1. Eligibility to Exhibit

All new exhibitors are required to send information about their company and the material they plan to exhibit. Allocation of exhibit space is reserved for scholarly materials in either print or electronic media, journals, and other materials and tools appropriate for teaching and scholarly research that are judged to be consonant with the statements of purpose of AAR and SBL. AAR and SBL reserve the right to determine all booth assignments and to refuse exhibit space or to exclude any exhibit judged not to be consonant with the character of the Annual Meetings.

2. Restrictions on Use of Space

No exhibitor may sublet booth space or any portion thereof with out prior written consent from AAR & SBL. Exhibitors planning drawings in their booth space must request permission in advance from AAR & SBL Exhibit Management, by October 15, 2012, so that provisions can be made to handle any traffic flow problems. Receptions are NOT allowed within the booth space.

CANCELLATION OF EXHIBIT CONTRACT

1. Cancellations

Exhibitors must inform AAR and SBL in writing of intent to cancel; without written notification they will not be allowed to exhibit in the future. Exhibitors cancelling their participation in writing by May 1 receive a refund of the rental fee paid less a \$200 per booth administrative fee. No refunds issued after May 1.

2. Failure to Pay

Full payment of rental fees for exhibit space must be received by May 1. Failure to remit payment by May 1 constitutes cancellation of the contract and space will be subject to resale without refund.

AAR & SBL Annual Mgmts. 2012
 2012
 McCormick Place
 Chicago, Illinois
 F2 West Hall

REVISION DATE:
 11/14/11

BOOTH COUNT

Inventory as of 11/14/2011

Dimension	Size	Qty	SqFt
10'x10'	100	372	37,200
Totals:		372	37,200

Class Inventory as of 11/14/2011
 Management:

Dimension	Size	Qty	SqFt	Rented	Available
10'x20'	200	1	200	1	0
Custom	700	1	700	1	0
Totals:		2	900	2	0



BLDG. LEGEND:

F1 Exhibit Hall
 Ceiling Height 40' in hall
 Ceiling Height 20' in shaded area at front of hall

- Legend
- Electrical Pans
- Columns
- Ceiling Height

All booths are 10'x10'
 All tables are 12'x6' unless indicated otherwise.
 Total 10'x10' @ Exhibition Hall = 3720
 Total 12'x6' @ Ballroom = 478

FREEMAN

DRAWING STARTED:
 09/21/11

FILE PATH:
 S:\Facilities\Illinois\Convention
 Centers\McCormick
 Place\Shows\2012
 DRAWING NAME:
 090-0000-001_AAR&SBL.dwg

FACILITY:
 MCCORMICK PLACE

PROJECT NUMBER:
 091-0000-000

ACCOUNT EXECUTIVE:
 Kelly Lynch

SCALED TO FIT PAGE

DISCLAIMER

EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOORPLAN. HOWEVER NO WARRANTIES, EITHER EXPRESSED OR IMPLIED ARE MADE WITH RESPECT TO THIS FLOORPLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.



SPONSORSHIP INFORMATION

Annual Meetings 2012

Chicago, IL • November 19–22



Enhance your company's image at Annual Meetings 2012 through a variety of sponsorship opportunities. These high-impact items will give your company a competitive edge to get noticed at the Annual Meetings! All sponsorship opportunities include the following benefits:

- Company logo on sponsor recognition signage
- Sponsor recognition in printed materials and in Mobile Meeting Guide
- Sponsor ribbons for booth personnel
- Priority points for Annual Meetings 2013

SPONSORSHIP OPPORTUNITIES

<u>Level</u>	<u>Main Benefit</u>	<u>Rate</u>
Diamond Level A	Tote Bag	\$20,000
Diamond Level B	Water Bottle	\$20,000
Platinum Level A	Lanyards	\$15,000
Platinum Level B	Mobile Meeting Guide	\$15,000
Platinum Level C	Cyber Cafe	\$15,000
Gold Level A	Aisle Signs	\$7,500
Gold Level B	Entrance Unit	\$7,500
Gold Level C	Publisher Search	\$7,500
Silver Level A	Information Desk	\$5,000
Silver Level B	Directional Signs	\$5,000
Silver Level C	Welcome Banner	\$5,000
Silver Level D	Coffee Break	\$5,000

Diamond Level A: Tote Bag (\$20,000)

Have your company logo printed (one-color) on each of the 10,000 Annual Meetings bags. This bag will be used by attendees throughout the Annual Meetings and long after. Extra benefits include:

- 10 Priority Points
- one tote-bag insert (\$2,000 value)
- two-page ad in the Pre-Conference Program (\$3,000 value)
- two-page ad in the Onsite Program (\$2,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- one-time use of membership mailing list (\$2,100 value)
- recognition in all printed and electronic materials

Diamond Level B: Water Bottle (\$20,000)

Your company's logo will be printed on the water bottle distributed to each Annual Meetings attendee. Extra benefits include:

- 10 Priority Points
- one tote-bag insert (2,000 value)
- two-page ad in the Pre-Conference Program (\$3,000 value)
- two-page ad in the Onsite Program (\$2,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- one-time use of membership mailing list (\$2,100 value)
- recognition in all printed and electronic materials



SPONSORSHIP INFORMATION
Annual Meetings 2012
Chicago, IL • November 17–20



Platinum Level A: Lanyards (\$15,000)

Your company's logo will be printed on the name-badge neck cord for each Annual Meeting attendee. Extra benefits include:

- 8 Priority Points
- one tote-bag insert (\$2,000 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Platinum Level C: Cyber Cafe & Food Court (\$15,000)

Have your company logo printed (one-color) on table tents in the food cafe and screen savers in the cyber cafe. You are also able to place company-logo mouse pads in the cyber cafe. Extra benefits include:

- 8 Priority Points
- one tote-bag insert (\$2,000 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Gold Level B: Entrance Unit (\$7,500)

Have your company logo and booth number featured on the Entrance Unit to the Exhibit Hall. Extra benefits include:

- 6 Priority Points
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Platinum Level B: Mobile App (\$15,000)

Your company's logo will be featured on the conference Mobile Meeting Guide. Extra benefits include:

- 8 Priority Points
- one tote-bag insert (\$2,000 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Gold Level A: Aisle Signs (\$7,500)

Have your company logo and booth number on the Exhibit Hall aisle signs. Extra benefits include:

- 6 Priority Points
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Gold Level C: Publisher Search (\$7,500)

Have your company logo and booth number featured on the Publisher Search kiosks in the Exhibit Hall. Extra benefits include:

- 6 Priority Points
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Silver Level A: Information Desk (\$5,000)

Have your company logo and booth number appear on the Information Desk signage. Extra benefits include:

- 4 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Silver Level B: Directional Signs (\$5,000)

Your company logo and booth number will be printed on all directional signage throughout the meeting space. Extra benefits include:

- 4 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Silver Level C: Welcome Banner (\$5,000)

Have your company logo and booth number appear on the Exhibit Hall welcome banner. Extra benefits include:

- 4 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Silver Level D: Coffee Break (\$5,000)

As the sponsor of a one-hour morning or afternoon coffee break, your company logo and booth number will be seen by attendees as they relax between sessions. Extra benefits include:

- 4 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials



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CONTACT PERSON (FOR EVENT AND BILLING)		
COMPANY NAME		
ADDRESS		
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		
TELEPHONE	FAX	EMAIL

PLEASE RESERVE THE FOLLOWING SPONSORSHIP OPPORTUNITIES FOR ANNUAL MEETINGS 2012:

- | | |
|--|---|
| ___ DIAMOND A: TOTE BAG (\$20,000) SOLD | ___ DIAMOND B: WATER BOTTLE (\$20,000) |
| ___ PLATINUM A: LANYARDS (\$15,000) SOLD | ___ PLATINUM B: MOBILE GUIDE (\$15,000) SOLD |
| ___ PLATINUM C: CYBER CAFE & FOOD COURT (\$15,000) | ___ GOLD A: AISLE SIGNS (\$7,500) SOLD |
| ___ GOLD B: ENTRANCE UNIT (\$7,500) | ___ GOLD C: PUBLISHER SEARCH (\$7,500) |
| ___ SILVER A: INFORMATION DESK (\$5,000) | ___ SILVER B: DIRECTIONAL SIGNS (\$5,000) SOLD |
| ___ SILVER C: WELCOME BANNER (\$5,000) SOLD | ___ SILVER D: COFFEE BREAK (\$5,000) |

PAYMENT OPTIONS	
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR SPONSORSHIP)	
<input type="checkbox"/> CHARGE	
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	
CARD #	SECURITY CODE
SIGNATURE	EXPIRATION DATE

IMPORTANT: This is not a binding contract until proper payment is received and this contract is accepted. AAR and SBL have the right to void this contract if payment is not received.

I have read, understand, and accept all terms and conditions of this contract and will abide by the Terms and Provisions accompanying this contract.

Signature _____ Title _____

Print Name _____ Date _____

SEND CONTRACT AND PAYMENT TO:

AAR and SBL Exhibits, Annual Meetings 2012

The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA

P: 1-877-366-6798 Outside US: +404-727-2315, Fax: 404-727-3101 Email: AdEx@annual-meetings.org



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TERMS AND PROVISIONS

	Number Available	Contract Due	Artwork Due
Tote Bag	1	06/01/2012	06/15/2012
Water Bottle	1	06/01/2012	06/15/2012
Lanyards	1	06/01/2012	06/15/2012
Mobile App	1	06/01/2012	06/15/2012
Cyber & Food Café	1	09/21/2012	09/28/2012
Aisle Signs	1	08/01/2012	09/01/2012
Entrance Unit	1	09/21/2012	09/28/2012
Publisher Search	1	09/21/2012	09/28/2012
Information Desk	1	09/21/2012	09/28/2012
Directional Signs	1	08/01/2012	09/01/2012
Welcome Banner	1	08/01/2012	09/01/2012
Coffee Break	6	09/21/2012	09/28/2012

Artwork specifications will be provided upon receiving contract. Items deemed inappropriate will be declined.

Please note that all additional advertisements for the session guide and program book included in the sponsorship packages follow due dates and guidelines as listed in advertisement contract. Failure to submit artwork for advertisements will result in loss of ad space. Please contact AdEx@annual-meetings.org for these forms if needed.

CANCELLATION

Failure to submit artwork by the published deadline for the sponsorship will result in cancellation of reservation. Sponsors who cancel in writing by May 1 will receive a refund of the sponsorship fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

SEND TO

Send contract and full payment to AAR & SBL Exhibits, Annual Meetings 2012, The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA, 30329, USA. Make checks payable to **Annual Meetings** or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.



ADVERTISING CONTRACT

Annual Meetings 2012

Chicago, IL • November 17–20



COMPANY NAME (TO BE LISTED IN PROGRAM)		AGENCY (IF APPLICABLE)	
ADDRESS		ADDRESS	
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY	
TELEPHONE		TELEPHONE	
FAX		FAX	
EMAIL		EMAIL	
CONTACT		CONTACT	
SIGNATURE		SIGNATURE	
DATE		DATE	
<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS		<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS	

OPPORTUNITY	ADVERTISEMENT	RATE		NUMBER OF PAGES		TOTAL
PRE-CONFERENCE PROGRAM BOOK	FULL PAGE	\$1500	x		=	\$
MAILED TO ALL REGISTRANTS IN OCTOBER	HALF PAGE	\$1000	x		=	\$
	INSIDE FRONT COVER	\$2000	x		=	\$
	INSIDE BACK COVER	\$2000	x		=	\$
	OUTSIDE BACK COVER (HALF PAGE)	\$2000	x		=	\$
AT-A-GLANCE	FULL PAGE	\$1250	x		=	\$
DISTRIBUTED TO ALL MEETING ATTENDEES ONSITE	HALF PAGE	\$800	x		=	\$
	INSIDE FRONT COVER	\$1750	x		=	\$
	INSIDE BACK COVER	\$1750	x		=	\$
	OUTSIDE BACK COVER	\$2000	x		=	\$
TOTE BAG INSERTS	FULL PAGE	\$2000	x		=	\$
MAILING LIST	PRE-REGISTRANT	\$1500	x		=	\$
	ATTENDEE	\$2000	x		=	\$
MOBILE MEETING GUIDE LISTING AD OPTION FOR EXHIBITORS ONLY	STANDARD: COMPANY NAME, BOOTH NUMBER, AND WEBSITE LINK LISTED		x		=	INCLUDED WITH EXHIBITION
	ADVANCED: STANDARD PLUS LOGO, COMPANY DESCRIPTION, AND EMAIL	\$150	x		=	\$
	PREMIUM: STANDARD & ADVANCED PLUS A MEDIA ITEM SUCH AS A CATALOGUE, ORDER FORM, OR COUPON.	\$250	x		=	\$
TOTAL						\$

* Payment is due with the contract. Ads will not be placed until payment is received.



ADVERTISING INFORMATION

Annual Meetings 2012 Chicago, IL • November 17–20



PAYMENT OPTIONS	
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR ADVERTISING)	
<input type="checkbox"/> CHARGE	
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	
CARD #	SECURITY CODE
SIGNATURE	EXPIRATION DATE

	Contract Due	Artwork/Insert Due
Program Book (Mailed to all registrants in October)	08/01/2012	09/01/2012
At-A-Glance (Distributed at conference)	09/01/2012	10/01/2012
Tote Bag Inserts	10/15/2012	11/01/2012
PreRegistrant Mailing List	10/15/2012	
Attendee Mailing List	02/29/2013	

ADVERTISING COPY

Please submit artwork by email (AdEx@annual-meetings.org) as a high resolution PDF. Ads should be black and white with no bleeds. Note that artwork for facing pages must not bleed across the gutter. Please send explicit instructions regarding the order of multiple pages. Ad sizes are as follows:

Pre-Conference Program Book

- Full page 7 ½ " x 10" maximum ad size
- Half page 7 ½ " x 4 7/8" maximum ad size

At-A-Glance

- Full page 6" x 8" maximum ad size
- Half page 6" x 3 7/8" Maximum ad size

CANCELLATION

Failure to submit advertising copy by the published deadlines for each publication will result in cancellation of space. Advertisers who cancel in writing by the published deadlines for a particular printed piece will receive a refund of the advertising fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

RETURN POLICY & CONDITIONS

Advertising materials become the sole property of the AAR and SBL. Artwork will not be returned. Advertisements or inserts deemed inappropriate will be declined.

SEND TO

Send contract and full payment to Advertising, Annual Meetings 2012, The Luce Center, 825 Houston Mill Road, Atlanta, GA, 30329, USA. Make checks payable to **Annual Meetings** or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.